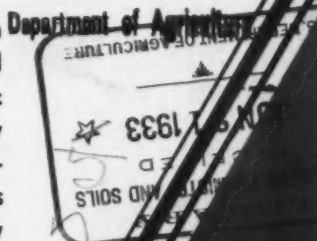


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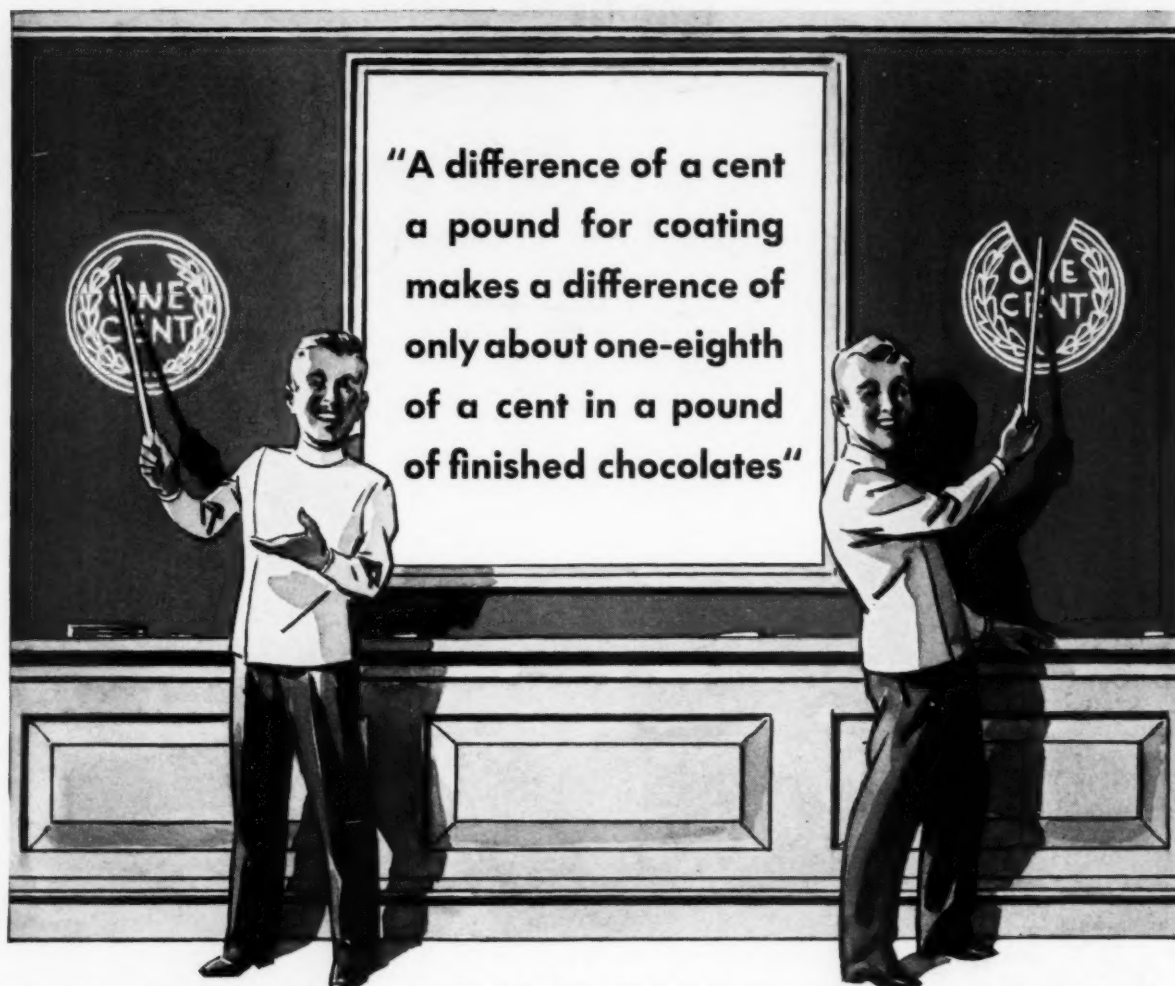
A CENTURY OF PROGRESS  
IN THE CANDY INDUSTRY

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A Dramatic Parade of Progress and Development in the Various Branches of the Entire Industry Presented in Valuable Discussions by Outstanding Authorities: "A Century of Progress" in Confectionery Raw Materials—Methods, Materials, Processes of Yesterday and Today—Advances of Machine-Made Sweets—Evolution of the Transparent Package—Candy Distribution Yesterday, Today, Tomorrow—The Genius of the Industry's Leadership in Association Activities, N. C. A. Reaches 50—Trends of the Future in Methods and Merchandise.



*The*  
**MANUFACTURING  
CONFECTIONER**



ONLY one or two cents difference in the price of your coating may make all the difference in the world in eating quality—and resulting sales volume for the finished chocolates.

The selection of the right coating suited to particular centers is too important in the long run to be determined by cost—especially a mere difference of a cent or two.

For very sweet centers, the Bittersweet Coating makes or spoils the piece. There are many important factors in the selection of the proper Bittersweet—many more important than price.

A recent development of Baker Technical Service\* is Drake Bittersweet, for medium enrober, and also

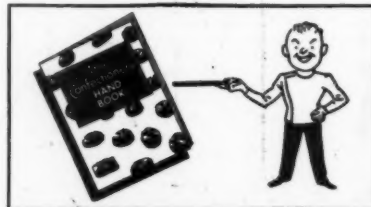
for hand dipping. This new coating has a medium viscosity, a rich dark color, and gives a very satisfactory coverage. It is a well balanced coating, with a decided chocolate character, and is exceptionally smooth.

We will be glad to send you a sample of Drake Bittersweet, and any information or suggestions you may desire about Bittersweet, or other types of coatings or liquors. Write on your business letterhead.

#### BAKER TECHNICAL SERVICE

**BTS 150** \* Baker Technical Service is based on over 150 years' experience as manufacturer for the confectionery trade. As the oldest and leading manufacturer of chocolate, it is the business

of this Service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, to figure costs, coverage, yield, and generally to advise manufacturing confectioners. Every problem is handled individually. Use this Service freely.



The Confectioner's Handbook contains many valuable suggestions and useful information on handling coatings and liquors. We will gladly send you a free copy of this authoritative book on request.

# WALTER BAKER & CO., INC.

DORCHESTER, MASS. • CHICAGO: 1 NO. LA SALLE ST. • MONTREAL, CANADA • PACIFIC COAST: MAILLIARD & SCHMIEDL

# The MANUFACTURING CONFECTIONER

Vol. XIII

JUNE, 1933

No. 6

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*Statements and opinions offered in this magazine are not necessarily indorsed by the Editors and Advisory Editors or by the publishing organization with which they are affiliated. The author who signs an article assumes full responsibility for the statements which it contains.*

Published Monthly on the 15th by  
THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY  
222 North Bank Drive (Merchandise Mart), Chicago, Illinois. Phone Superior 9777.  
Eastern Offices: 303 West 42nd St., New York, N. Y. Lackawanna 4-4166  
Founder—E. R. Allured

*Publisher and Business Manager—Prudence M. Allured Eastern Manager—R. W. Wilmer*  
*Western Representative—A. W. B. Laffey Associate Editor—N. I. Gage*  
*St. Louis Representative—Vallee C. Bennett, 2125 So. Spring Ave., St. Louis, Mo.*  
*English Representative: L. M. Weybridge, Members Mansions, 38 Victoria St., London, S. W. 1*  
Subscription Price: One Year, \$3.00; Two Years, \$5.00; Canadian, \$3.60; Single Copies, 50c

Vol. 13, No. 6. Entered as Second-Class Matter October 24, 1922, at the Post office at Chicago, Illinois, under the act of March 3, 1879.  
Published Monthly. Subscription Price, \$3.00 Annually. Copyrighted 1933 by The Manufacturing Confectioner Publishing Co., Inc.



## **ESSENTIAL OILS and Kindred Products**

### **135 YEARS AGO**

we began to build for our future. We embarked upon a policy which assured every friend of our house fullest value in return for the purchase price. Our policy has not changed—quality is still assured

### **TODAY**

by the integrity of our entire organization.



### **OUR NEWEST ACHIEVEMENT**

a **D & O** Specialty

### **"EVERSWEET" OILS**

**LEMON**

**ORANGE**

**LIME**

retain their fresh, fruity aroma much longer than ORDINARY oils, even when stored in partly-filled containers. The use of sweet, unspoiled flavoring oils is of **UTMOST IMPORTANCE** in confectionery.

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Try our **MODERN FRUIT FLAVORS**  
for Hard and Soft Candies

Order Trial Quantities

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**DODGE AND OLCOTT COMPANY**  
**180 Varick Street New York City**

"The integrity of the house is reflected in the quality of its products." Copyright 1930



# INDEX TO

## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

*POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

*This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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# ESSENTIAL OILS *for* CONFECTIONERS

OIL ANISE      OIL LEMON  
OIL ORANGE  
OIL CASSIA  
OIL PEPPERMINT  
OIL LIMES DISTILLED  
OIL LIMES EXPRESSED

Highest Quality

Reasonably Priced

*Ask Us for Samples*

## UNGERER & CO.

13-15 West 20th Street  
NEW YORK



## Easily and Quickly Made - with INVERPECTOSE

Summer-time candies at their best. Prolonged freshness *at the point of sale*. Consider these things *now* and you will surely welcome INVERPECTOSE as the solution to your hot weather candy merchandising problems.

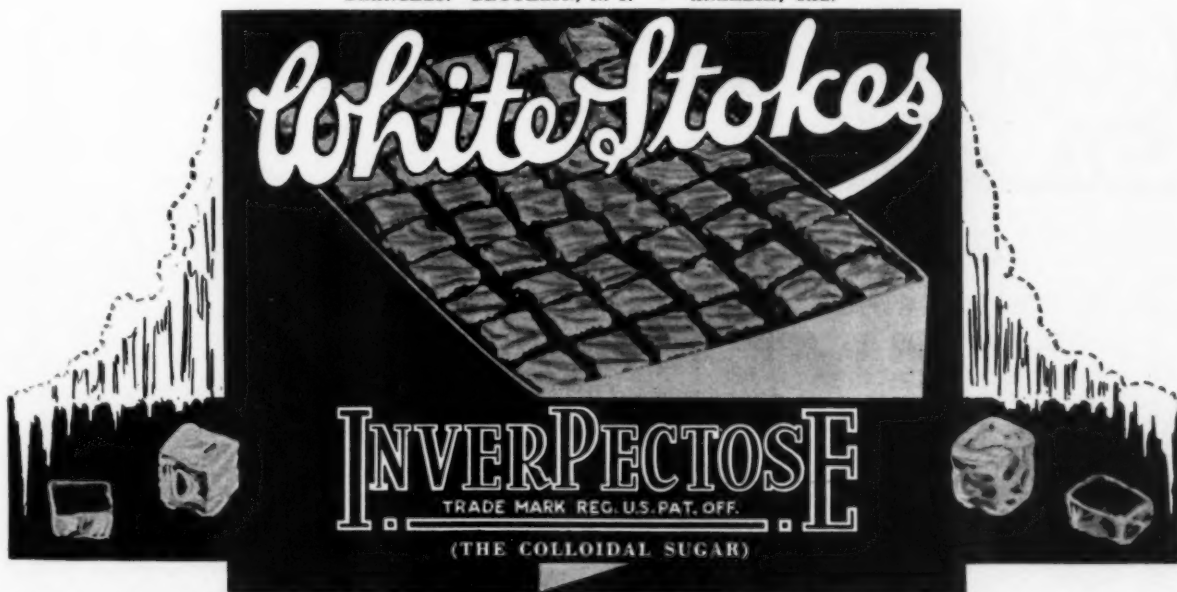
For here is a proved basic ingredient which insures the things you want: ● Refreshing candies that sell on sight, and that are immune from climate or weather changes... ● That adds distinction to your caramel line and gives you a *merchandising advantage* over competition... ● That provides an ICING that seals the goodness IN, and keeps atmospheric deterioration OUT.

Iced Caramels pictured above represent only one of many delicious summer-time confections that your use of INVERPECTOSE will make possible. Without delay or obligation we shall be glad to send full particulars and formulas upon request.

### WHITE-STOKES COMPANY, INC.

3615-23 Jasper Place, Chicago, Illinois

BRANCHES: BROOKLYN, N. Y. • ANAHEIM, CAL.



WHITE-STOKES COMPANY, INC.

3615-23 Jasper Place, Chicago

Send formulas and full particulars regarding INVERPECTOSE in making Iced Caramels and other Summer-time confections.

Name.....

Firm.....

Address.....

City..... State.....

## NEWS FOR THOSE WHO WERE DISAPPOINTED LAST MONTH

If you were unable to get one of our Rebuilt Display Candy Pullers with the **NEW MACHINE GUARANTEE** during the Sale Advertised in Last Month's Issue,

We Have Secured a Few Additional Machines and have thoroughly Rebuilt, Renickeled and Repainted Them.

### These, like last month's offer, are genuine **HILDRETH'S DISPLAY CANDY PULLING MACHINES**

Form I — Style B

and are offered **SUBJECT TO PRIOR SALE**, at a reduction of

**\$100** off regular list price.

No discounts to agents on these machines.

Place Your Order Now. We Cannot  
Guarantee to Fill Any More Orders  
at This Price When These Are Gone.

**H. L. HILDRETH CO.**

549-559 Albany Street

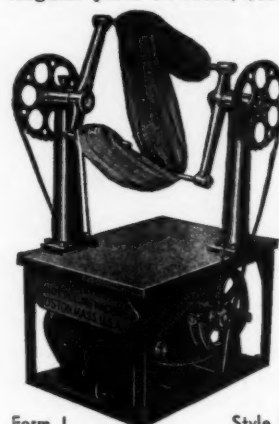
Boston, Mass., U. S. A.

Another Chance to Get a  
Genuine **HILDRETH  
DISPLAY  
PULLER**

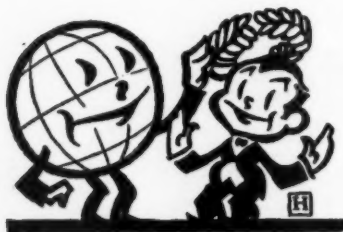
at the special price of  
**\$250**

f. o. b. Boston

Regular price on these, \$350



Form I                      Style B  
Capacity 10 to 25 lbs.



### IN HONOR OF THE GOLDEN JUBILEE OF THE N-C-A-

We have prepared a handsome loose-leaf folder containing formulas (modified to meet American manufacturing methods and ingredients) of the most celebrated candies produced throughout the world.

Many of these candies will be exhibited at our exhibit at the convention. See us there or write for your copy of our N. C. A. Golden Jubilee Souvenir—the pick of the World's finest offerings.

## World Famed!

NULOMOLINE, since it was first introduced over twenty years ago, has played and is today playing an important part in the history and progress of candy making. It is internationally used in all kinds of candy combinations.



NULOMOLINE makes it possible to produce higher quality, more uniform confections and to control and maintain a standard of freshness, which before its advent was beyond the skill of candy makers.

NULOMOLINE is backed with an intelligent, sympathetic, practical service solving many of the candy makers' most vexing problems.

There is no substitute for **QUALITY—USE NULOMOLINE** and use Nulomoline service to your own advantage.

### THE NULOMOLINE COMPANY

109-111 Wall Street

New York City

Western Office: 333 No. Michigan Ave., Chicago, Ill.



# GREETINGS



**F**IFTY YEARS AGO the National Confectioners' Association was founded. We extend our hearty felicitations.

A DOZEN YEARS BEFORE the founding, Fritzsche Brothers began its long and successful career in supplying to the confectioners the very best in essential oils and flavorings.

Today we point with justifiable pride to a business reputation based on a solid foundation of integrity, quality, purity and fair dealing.

Constant research, both scientific and practical, has kept our products abreast with the latest developments in our chosen field. For more than 60 years we have marched arm in arm with the confectioner, sharing his good fortune and ill, constantly studying his wants and the changing needs of the times.

It is our modest belief that we have fully justified our slogan . . .

**"A FLAVOR FOR  
EVERY PURPOSE"**

## FRITZSCHE BROTHERS, INC.



Fritzsche Brothers of  
Canada, Ltd.  
77-79 Jarvis St., Toronto

78-84 Beekman  
Street,  
NEW YORK

118 West Ohio  
Street,  
CHICAGO

# GUITTARD

FAMOUS FOR OLD DUTCH MILK AND FRENCH VANILLA COATING

**O**N BOTH SIDES of the Equator in a comparatively narrow strip, the nineteen varieties of commercial Cacao (Cocoa) Beans are grown; each with its own characteristic flavor, color and appearance. Not only is there a price difference of fifteen cents per pound from the cheapest to the finest bean, but each variety has two or more grades. By using the top grades—and with modern roller-bearing refiners and a new emulsifying process, Guittard produces a coating of velvety smoothness and superlative flavor.

**GUITTARD CHOCOLATE CO.      SAN FRANCISCO**

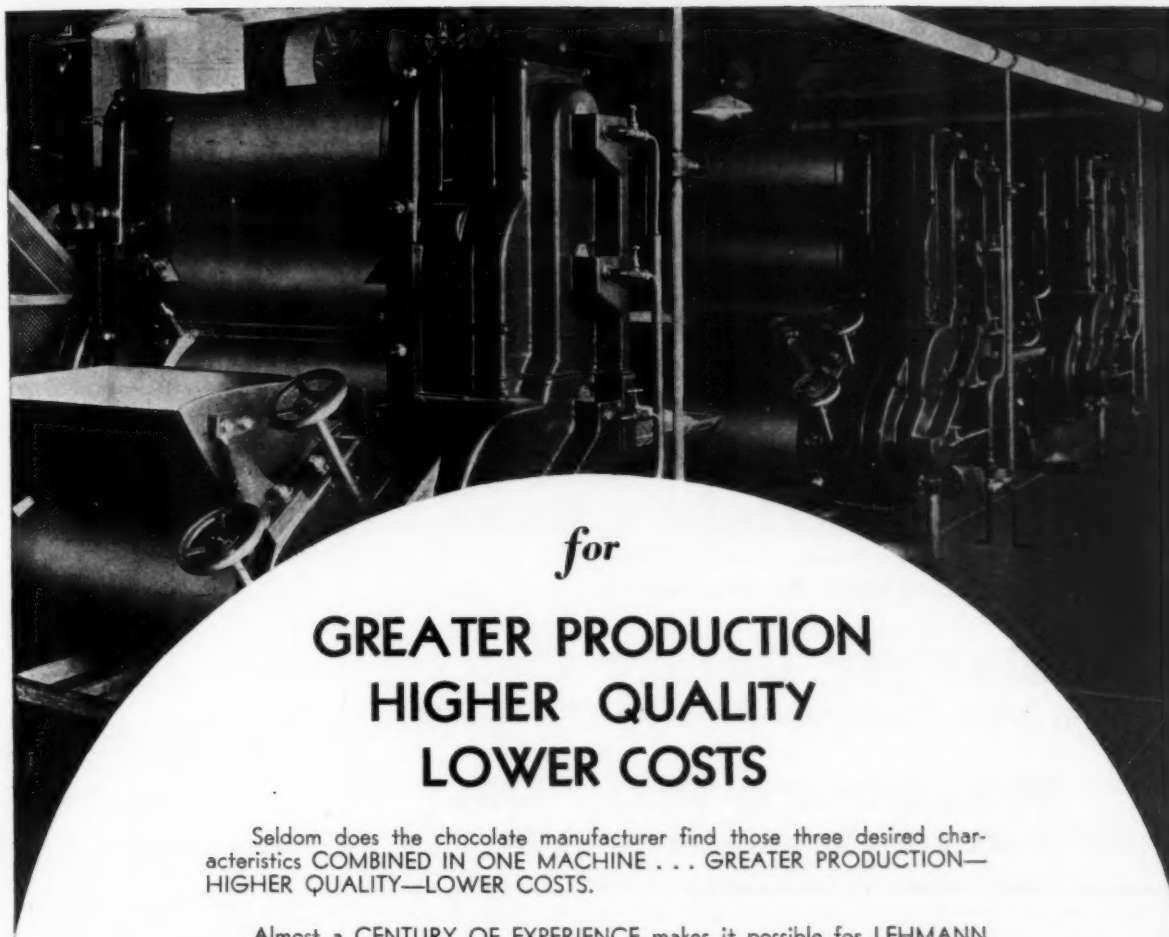
EST. 1868



Our buyers are located in the principal Cocoa Bean centers, where they carefully select the top grades for Guittard Coating.



# LEHMANN



*for*  
**GREATER PRODUCTION  
HIGHER QUALITY  
LOWER COSTS**

Seldom does the chocolate manufacturer find those three desired characteristics COMBINED IN ONE MACHINE . . . GREATER PRODUCTION—HIGHER QUALITY—LOWER COSTS.

Almost a CENTURY OF EXPERIENCE makes it possible for LEHMANN to offer this—and to back up this offer with INNUMERABLE RECORDS OF FAITHFUL, ECONOMICAL SERVICE.

LEHMANN MACHINES are made for EVERY PHASE OF COCOA, AND CHOCOLATE MANUFACTURE. They serve discriminating manufacturers THROUGHOUT THE WORLD.

When you have a problem in production, consult LEHMANN ENGINEERS. No obligation is involved and you are assured of courteous and capable assistance.

Visit Our Booth No. 224 at the Show.

## **J. M. Lehmann Co., Inc.**

Factory  
Lyndhurst,  
New Jersey

Chocolate—Confectionery and Cocoa  
Machinery of Every Description  
Established 1834

General Offices  
248 W. Broadway,  
New York, N. Y.

# MOST MODERN at LOWEST

## UNION

Rebuilt  
Candy Machinery



## SURPRISINGLY LOW PRICES

We are passing on to our customers the good buys in excellent modern candy and chocolate machinery which we have been fortunate in securing from the plants formerly operated by

**E. Greenfield's Sons**

(Former Division of Candy Brands, Inc.)

at 107 Lorimer Street, Brooklyn, N. Y.

**Badger Candy Co.**

502 North Plankinton Ave., Milwaukee, Wis.

**Washburn Mfg. Co.**

154 Court Street, Brockton, Mass.

*It is wise to buy now . . . . .*

*Prices will never be lower . . . . .*

*Write or wire collect for prices and information . . . . .*

Send us full details of machinery which you wish to dispose of.  
We pay cash for single machines or entire plants.

### CHOCOLATE DEPARTMENT

National Equipment Enrobers, bottom attachments, automatic feeding and delivery systems, 16"-24".  
Strokers and Decorators.  
Carrier Dehumidifiers.  
2,000-lb. capacity National Chocolate Melters.  
1,000-lb. capacity National Chocolate Kettles.  
500-lb. capacity National Chocolate Kettles.  
300-lb. capacity National Chocolate Kettles.  
Walters Basket Machine.  
2-pot Electric Chocolate Dipping Tables.  
Forgrove Foil Wrapping Machine, with motor.  
Smith Scales.

### CREAM AND MARSHMALLOW DEPARTMENT

Springfield and Werner 600-lb. and 1,000-lb. Syrup Coolers with Cream Beaters, Kettles and Pumps.  
Ball Cream Beaters, 4-5-7 ft.  
Dayton Cream Beaters, 5 ft.  
50-gal. Springfield E. B. Cream Remelters, also Werner, Burkhard.  
Springfield 50-gal. Marshmallow Beaters, also Werner.  
Savage Marshmallow Beaters, 80-gal. and 110-gal.

### STEAM KETTLES

Steam-Jacketed Mixing Kettles, 25 to 250-gal. capacity, with and without mixers.

**WE HAVE THE FACILITIES AND ABILITY TO**

**WRITE OR WIRE AT OUR**

**VISIT OUR BOOTH NO. 23 AT THE**

# UNION CONFECTIONERY MACH

**CABLE ADDRESS CONFE**



# N EQUIPMENT T PRICES *in* HISTORY

ES—LIBERAL TERMS—IMMEDIATE DELIVERY

## MOULDING MACHINERY

Huhn Starch Conditioning Machine and Conveyors, etc.  
National Automatic Cherry Dropper.  
Steel Mogul Machines, fully automatic.  
Steel Mogul Pumps.  
Wood Moguls, Type A.  
Wood Mogul Pumps, 10 to 80 outlets.  
Starch Trays with starch.  
Plaster and Aluminum mould boards.  
Merrow Cut Roll Machines.  
Friend Dreadnaught Machine.  
Werner Combination Printer and Depositor.  
Springfield No. 2 Depositors.  
Racine Depositors.  
Springfield Simplex Starch Buck.  
Hand Printers.  
Colseth Starch Board Trucks.  
Gyrator Sifters.

## CARAMEL, JAP AND NOUGAT MACHINERY

Ideal Caramel Cutters and Wrappers,  $\frac{3}{4}$ ",  $\frac{7}{8}$ ", and  $\frac{3}{4} \times 1\frac{1}{2}$ " sizes.  
50-gal. double action, Mixing, three-speed tilting jacketed kettles, Springfield.  
50-gal. single action, Mixing, tilting jacketed Kettles, Springfield.  
Caramel Cutters, White, Racine.  
Mills Reversible Sizing Machines.  
National Equipment Automatic Nougat Cutter.  
Racine Nougat Cutters, also Mills.  
Burkhard Jap Mixing Kettles.  
Mills 15" Jap Cutters.  
Heilman Bon Bon Machines.

## HARD CANDY MACHINERY

Simplex Steam Vacuum Cooker, also Gas.  
Baker Continuous Cooker.  
Burkhard Vacuums with kettles and pumps, 200 to 1,000 lb. capacity.  
Werner Ball Machines, semi and fully automatic.  
Racine Die Pop Machines.  
Racine Duplex Automatic Sucker Machine with conveyor and blower, also continuous cutting rollers.  
Hildreth size 6, Pulling Machines, double arm. Also size 3.  
Continuous Cutters, Brach, Racine, Hohberger.  
York Batch Rollers, motor driven.  
Water-Cooled Tables, 3' x 6' and 3' x 8', 4' x 10".  
Forgrove Hard Candy Wrapping Machines (with twist ends).  
Sucker and Stick Wrappers.  
Kiss Machine, Model K.  
Mills Drop Machines, 4" x 7", 6" x 8", with Full Assortment Rollers.

## SOLID CHOCOLATE DEPARTMENT

Bausman Battery of 4 Discs with Kettles.  
Bausman Liquor Mills, Double Disc.  
38" National Triple Mills.  
Refiners, 3- and 5-Roll.  
Chocolate Melters, 300 to 2,000 lbs.  
National Conges, Close-Coupled, 4,000-lb. cap.  
Sirocco Automatic Roasters.  
National Paste Moulding Machines with Shaking Tables.  
Racine Chocolate Depositors.  
Springfield 10-lb. Weighing Machine.  
Sugar Pulverizers.  
Melangeurs, Lehman, Carey, Baker.  
Burns 5-bag Roasters.  
Crackers and Fanners, seven compartments, National, Lehman.  
Five- and Ten-Cent Ferguson & Haas Chocolate Bar Wrappers.

## RARE OFFERINGS

**Specially Priced for Quick Sale!**

24" National Enrober with Bunker Style Tunnel.	Simplex Steam Vacuum Cooker, for Cream or Hard Candy.
Forgrove Foil Wrapper.	Hildreth Double-Arm Puller.
National Equipment Automatic Cherry Dropper.	Racine Die Pop Machine.
National Equipment Automatic Nougat Cutter.	Racine Duplex Sucker Machine.
Huhn Starch Conditioner.	Werner Fully Automatic Ball Machine.
Bausman Double-Disc Liquor Machine.	Automatic Sucker and Stick Wrappers.
Bausman Battery of 4 Disc Machines, with Kettles and Interconnecting Parts.	Savage 200-lb. Marshmallow Beaters, Motor Driven.
National 4-Pot, Close-Coupled Conges, 4,000 lbs. capacity.	1,000-lb. Werner Syrup Cooler, with 2-cylinder Snowflake Cream Beater, Kettle and Pump.

LITTO REBUILD MACHINES EQUAL TO NEW  
AT OUR EXPENSE TODAY

D. 23 AT THE N. C. A. CONVENTION

MACHINERY CO., INC. 318-322 LAFAYETTE ST.,  
NEW YORK CITY

DRESSONFECMACH



## Made from American Lemons

by Exchange Lemon Products Company at Corona, California.  
Backed by the Sunkist group of 13,200 citrus growers—largest  
in the world. Immediate shipments from warehouse stocks in  
New York, Chicago, Philadelphia and St. Louis. For prices on  
kegs, barrels or carloads, consult any of the following distributors:

### *EAST OF THE ROCKIES*

MALLINCKRODT CHEMICAL WORKS—St. Louis, Philadelphia, New York, Chicago.  
J. T. BAKER CHEMICAL COMPANY—Phillipsburg, New Jersey.  
DODGE & OLCOTT COMPANY—180 Varick St., New York City.  
NEW YORK QUININE & CHEMICAL WORKS—101 North 11th Street, Brooklyn, New York.  
SWANN CHEMICAL COMPANY—Birmingham, Alabama.  
THE HARSHAW CHEMICAL COMPANY—Cleveland, Ohio.

### *PACIFIC COAST SERVED BY*

Products Department—CALIFORNIA FRUIT GROWERS EXCHANGE—Ontario, California.



## Editorial

### This Issue

**I**N dedicating this special issue of *The MANUFACTURING CONFECTIONER* to "A Century of Progress in the Candy Industry" a diligent effort has been made to present a comprehensive survey of the evolution of the various factors which have contributed to its development as one of the world's major industries in the past five-score years.

The Century of Progress International Exposition of Chicago and the 50th Anniversary Convention of the N. C. A. are of far more than temporary significance. The spirit of these celebrations is fundamentally one of appraisal upon the progress of the past and present, with an eye to the trends of the future. It is therefore fitting that at this time we should place before this industry and its supply field the mirror of their evolution in a series of discussions by authorities bent upon a task intended to provide valuable and constructive information on the eve of this industry's emergence to a new era of stability and progress.

### The Exposition

**L**AST year about this time not a few of those who had just returned from Atlantic City after a quiet week by the sea where they had migrated for the purpose of showing the Candy Industry their various new and sundry lines, found themselves engaged in the none-too-pleasant business of trying to balance their Exposition Accounts. Unfortunately such items as "Healthy Attendance," "Genuine Interest," "Good Leads," "Manufacturer Contacts" and the like, which ordinarily can be credited this Account to offset in

part Booth Rentals, Transportation, Time and the numerous other charges which run Exposition Expenses up to such an annoying total, were conspicuous by their absence. Were one sufficiently interested at the time to make casual inquiry of any one of these exhibitors with regard to his use of space the following year (June 19 to 23, 1933, to be precise), one might have been rudely shocked by the reply. Such was the temper of enough of last year's exhibitors to make the situation decidedly alarming—at least from the N. C. A.'s point of view.

This publication was one of those sufficiently interested parties to discuss this with the exhibitors and to get their various reactions which, along with certain suggestions and recommendations of our own, were respectfully submitted to attention of the Association's officials. Be it said for these gentlemen, they have made a serious effort to effect a more wholesome degree of cooperation between the industry's executives and the allied trades whose support of the yearly exposition is essential to the carrying on of the Association's work.

With the Fiftieth Annual Convention and Exposition now at hand it remains to be seen just how successful the past year's efforts have been to instill in the minds of the manufacturers the realization that this show is staged for their especial benefit and that it is in *many ways* to their best interests to attend.

We sincerely hope that those exhibitors who have remained faithful and are again spending their hard earned cash in support of the Candy Industry's annual conclave will be given an honest-to-goodness "run for their money."

If you manufacturers fail to give them the support they are deserving of, then our advice is call a halt on the further expositions—at least until they are again wanted.



# A "Century of Progress" in Confectionery Raw Materials and Processes

By A. ADAMS LUND

*Director, A. A. Lund & Associates;  
Formerly Editor, The Manufacturing Confectioner*

## Candymaking and the "New Deal"

**L**OST in the wilderness. No faithful compass with unerring steel to direct us to our goal; no magic crystal to lay the future before us. A dismal picture flashes through the mind of the confectioner as he gropes about in the economic thicket in which he finds himself today.

But though the way may be hard, and all other guides fail us, if we pause for a moment and look back at the obstacles already overcome, we will find renewed optimism and hope for the future. Like a weary traveler, fearful lest he stumble around in circles, we can place our backs firmly on the past and once again sight ahead to a new objective. Our destiny is written in our history; our compass is our past.

That the Fiftieth Anniversary of the National Confectioners' Association should be celebrated in Chicago this month concurrently with the World's Fair Century of Progress Exposition of that great city, carries a special significance to the confectionery industry. Chicago, heart of the Middle West, ravaged by fire and built upon the ashes of the past, raises its face fearlessly to a new dawn. Penniless, visited with the sufferings of the greatest depression of all times, yet she dares to build on land arising out of the waters of Lake Michigan, a utopian city symbolic, not of the century that has past, but of the Century of Progress which she confidently believes is to come.

With this as our inspiration, let us also build, out of

the rich stores of experience that are ours, a newer and better candy industry.

\* \* \*

### Learning to Walk

**O**NE need not turn the pages of the past more than a century to obtain that perspective which our future progress demands. It has been a century of learning to walk. As often as we have stumbled we have picked ourselves up again, moving forward more sure-footed and more rapidly after each little unpleasantness.

Candy had a bad name once. The reputation was not entirely undeserved. Today its purity and goodness have relatively few challengers—and those not unbiased. It has grown step by step in the confidence of the public, in the esteem of dieticians, and in the respect of the medical fraternity. We owe this progress to two things: (1) an increasing sense of our responsibilities toward the public as purveyors of an important part of their daily food supply; and (2) the revolutionary development and scientific refinement of the materials of which candies are made.

As we go back over the years, it is our progress in the latter particular which seems to be continually forcing itself upon our attention, almost as though it wanted to impress upon us that its accomplishments will be the measure of the future as well as the past. To swiftly review the more outstanding of these developments in our raw materials and processes is the province of these articles.



## A "CENTURY OF PROGRESS"

### The "New" Art of Confectionery

WRITERS of a hundred years ago were wont to call their craft "The *new* art of confectionary." But it was new then only in the sense that the retail confectionery establishment, as a separate entity, had but recently come into its own. Prior to that time, the making of confections, such as they were, was the work of apothecaries, or more often still, skilled artisans known as "confiseurs" in the employ of the nobility. Jarrin, in his book "The Italian Confectioner" (1827), describes the conditions leading up to this development in these words:

"The Art of the Confectioner, in common with almost every other Art, has been greatly improved by the aid of modern Chemistry: the events of the French Revolution also, which deprived many ingenious men of their situations in Noble Families, and compelled them to seek a subsistence by laying before the Public the secrets of Confectionery, have done much toward the perfection of this agreeable Art."

The opening of retail shops and the publishing of numerous books "laying before the Public the secrets of Confectionery" resulted in the gradual transition of the confectioner's art from the status of a profession to what might be termed the first beginnings of a recognizable industry.

### Paucity of Worth While Literature

The literature referred to, however, was conspicuous for its omissions, and it may be said without fear of contradiction that with a few notable exceptions such as Jarrin's own work, there were few really worth while contributions to the literature of the candy industry until after the Civil War. On this situation Jarrin remarked:

"The Confectioner is not without books, which pretend to teach the principles of his profession; but these are, in general, more applicable to the theory than the practice of Confectionery, and most of them are very imperfect; some recent publications being totally silent on matters of the first importance. There is not, indeed, any treatise in the English language, which can be of essential use to the Confectioner."

With this Staveley, a year later, concurred:

"It is well known that the true method of preparing Confectionery is yet only confined to a few, many recipes and directions have appeared in the world, and too many of them to little effect, and for the want of such knowledge, many things are wasted and spoiled."

Apparently, one could not in those days call up the service manager of a supply firm or write to the editor of a trade journal and expect to receive, free of charge, valuable recipes or information pertaining to candy processes or raw materials. "The author himself," asserted Staveley, in the early part of his life, "has frequently given from ten to thirty shillings for a single recipe"—a high price for those days—and when he had acquired his knowledge piecemeal in this fashion, you may be sure that he did not treat it lightly, however imperfect it may have been.

### Much Misinformation

The obstacles in the way of both securing and disseminating information of a practical nature are further

attested to by Frederick Nutt (1819), who stated that he had been offered £1,000 to withdraw his own recipe book from the market. It would not, presumably, have been any great loss had he done so, for almost half a century later (1865) Henry Weatherley remarked:

"Hitherto there has been no book published of any practical utility upon this important branch of confectionery."

Whether or not Weatherley was referring to these earlier writers or to some of his own more recent contemporaries is not clear; but in any event the lack of knowledge and, what was worse, the misinformation abroad even in his day on the practical aspects of confectionery manufacture are plainly apparent from the sentences which follow:

"The subject is certainly discussed in a work treating upon other branches of the trade, and the following is an extract copied verbatim, from the information it gives upon boiling sugar: 'To prevent graining, put a little of any sort of acid, when it is at the crack, but remember that too much acid will also grain it.' This contradictory and remarkable information is to be found in the book referred to, and has been the only authority published."

Nevertheless, step by step, through practical experience and the passing along of valuable information from worker to worker, or father to son, candymaking laboriously acquired the status of an industry in England during the first half of the nineteenth century. Then came the great International Exposition of 1851, which resulted in the spreading of the industry to other countries.

### Candy's Machine Age Ushered In

The date is a memorable one in the history of the candy industry for it ushered in candy's Golden Age of Machine manufacture. Machines developed in secret or used privately before were here shown to the world for the first time; and the world manufacture of candy on a commercial scale began in earnest.

Weatherley describes the industry's coming of age mechanically in these words:

"The large increase in the consumption of sweets made from boiled sugars in the United Kingdom during the last quarter of a century has arisen principally from the cheapness and facility of manufacture derived from the introduction of machinery. The author, having been one of the first who invented, and practically applied, machines to the purposes for which they are used in the trade, and for which he holds two medals and Certificates of Honorable Mention from the Great Exhibition of 1851 trusts his experience will prove a sufficient introduction to the confidence of his readers upon the subject he now presents to their notice."

"Twenty years since it was considered rather a clever thing (with a pair of scissors, the principal tool a sugar boiler used) to cut a seven pound boil of acid drops to size, and, with the help of a practiced boy, make them round and press them flat, with the hand, in half-an-hour. The same quantity now, with the machine, be made into drops by the boy alone in five minutes. The first was really a laborious effort; the second is a simple, easy process, while the goods are more cleanly, regular in size, and finished in appearance."

"Until the year of the first Exhibition, boiled sweets were almost exclusively an English manufacture, but the introduction therein of the author's and other English confectioners' goods, and also the machines, led to their manufacture by other nations, the German confectioners in particular, and as regards variety or skill, they are not likely to be surpassed."

"There was exhibited in their department at the In-

## A "CENTURY OF PROGRESS"

ternational Exhibition of 1862 (by two houses—one at Hamburg) such a display of boiled sweets and fancy rocks, etc., that surprised many practical hands in England, and showing there is still something to be learned in 'Rock varieties,' as regards manipulation and design.

"The French confectioners have not developed any striking ideas in this branch up to the present, the national taste keeping them almost exclusively to the manufacture of superior chocolate and sugar bonbons, liquers, pastilles, and comfits, in which they excel all other nations, and which are sold at very high prices. The author, on visiting Paris in 1848, found only one description of common boiled sweets, and this was made and sold in the open streets, the sugar being boiled in a drop pan over a charcoal stove on a stall. After pulling it white, it was cut and sold while warm, in lumps at one or two sous each. There are now some other varieties sold in the shops, which are nearly all termed 'caramels.'"

Weatherley's chief interest was in high boiled goods, which were, and still are, the most popular of British confections. But the history of other confections closely paralleled the developments in his field.

### History-Making Developments

The swinging dragée pan in use in France since the reign of Louis the Fifteenth gave way in 1846 to the revolving pan of Peysson. Improved by Jacquin in 1860, it became the basis for the enormous development which has since occurred in this branch of the industry. Similarly, in other phases of candy manufacture the industry now moved forward under the impetus of this great driving force—the machine.

Thenceforth, the history of candy closely parallels the invention of machines and the frequently revolutionary developments in confectionery raw materials. The organization of the National Confectioners' Association fifty years ago marked the beginning of the industrial expansion of the confectioner's art in this country. The seed planted during the half century preceding had here and there taken root and prospered. But along with this development there has sprung up the worst kind of abuses, abuses so menacing that had not the more responsible members of the profession gotten together to repress them, the present article might never have been written.

One of the earliest publications of the Association on record is a standing offer of cash to anyone able to prove that injury or death from poisonous colors has been due to the eating of candy. Glue and gelatine were for many years practically synonymous, and the final passing of the old Cooper glue standard for measuring the jellying strength of that substance did not materialize until fairly recent years. Glucose received its first clean bill of health from a commission appointed in 1884 by the National Academy of Science at the request of a U. S. Commissioner of Internal Revenue.

Thus the first job of the newly formed National Confectioners' Association in 1883 was to clean house, and, after it had done so, to correct the prejudices and allay the fears which had grown up in the public mind during the years of wildcat growth which had preceded it.

### The Food and Drugs Act

The Food and Drugs Act of 1906 took ample cognizance of the confectionery industry and the industry cooperated in laying down the standards which were finally adopted.

From that time on the voices of the motors in confectionery factories were raised in ever increasing crescendo. With the public mind at ease on the score of purity and wholesomeness, great factories sprang up and a flood of primary substances moved irresistibly through them and out again in the form of finished candies fit to grace the tables of kings.

And today, after four years of depression, we face "the new deal." A further tightening of the food laws of the nation is in prospect. The Food and Drugs Act of 1906 is being completely re-written. Whatever action is taken with respect to candy and its raw materials, the results can hardly be other than beneficial to the trade as a whole.

New and great forces are at work—new materials altering the character of our candies—new economic trends remodeling the face of the industry. We will deal briefly with these materials and trends in the articles which follow.



**Quality Coatings**  
**THAT "STAND UP"**

**MERCKENS Fondant Process Chocolate**  
sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Send for samples—and see why

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Manufacturers who produce the highest quality  
candies take no chances with materials of  
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CORN SYRUP, UNMIXED  
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their color, make them more  
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See our Mr. James R. Kearney at the Show . . . Booth 105 . . . or write us for test samples, mentioning this publication. Our service department will gladly help you.

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CEDAR RAPIDS, IOWA

# CERELOSE

THE PURE WHITE SUGAR FROM CORN

## the KEY to Controlled Sweetness

**T**HE candy that cloy quickly is consumed slowly. More and more manufacturers are coming to appreciate this fact, and hence we have in the industry a definite trend toward controlled sweetness.

Many a candy maker, however, has learned to his sorrow that in the case of many formulas a direct reduction of sugar content or syrup density leads to serious fermentation troubles. In these types of candy, which include creams, fudges, marshmallows, nougat, etc., the one and only answer to the problem is Cerelese.

Used with ordinary sugar Cerelese measurably decreases the intensity of sweetness without reducing the total amount of sugar used. It thus affords a perfect control over a wide range of sweetness-intensities, while at the same time insuring maximum protection against bursting, leaking, souring, sweating and other similar troubles.

SALES SERVICE DEPARTMENT

**CORN PRODUCTS REFINING COMPANY**

17 BATTERY PLACE, NEW YORK, N. Y.



# 100 Years in the Development of Sugars and Starches

THE confectioner of 200 years ago was a chemist whose drug shop was his factory. The candymaker of today, although he may not know it, is a chemist also. His kettle is his laboratory. In it he performs experiments daily which would have astounded and mystified his predecessor; yet he he does not think of it as chemistry—he is just turning out another batch of candy.

The most casual thing he does was once a scientific problem of the first magnitude. Today he takes yesterday's miracles for granted. One of these miracles is sugar.

It comes to him clean, white, and pure. He knows exactly what it will do, and has a pretty good idea as to what it will not do. Modern refineries, rivaling in scientific achievement the foremost developments in the world today, stand ready to unloose at his bidding a white torrent of sparkling crystals or a silver flood of syrup ready-mixed for his vacuum pans. How very simple and casual!

One hundred years ago any confectioner who hoped to have his product amount to anything, had to clarify his own sugars. This he did by building a copper boiler, fixed in brick and mortar, in which the sugar could be boiled and the scum brought to the top with the aid of egg white, isinglass, gum arabic, or dragon's blood. The clarified syrup was drawn off at the bottom of the boiler and strained through a flannel bag before it passed into a hinged storage reservoir for use. See illustration.

"Refined" sugar in those days was of secondary quality. "Double refined" was a poor substitute for some of the poorest sugars on the market today.

"However white your sugar may seem," said one authority of the day, "it will always contain some impurities, from which, in some case, it may be best to have it freed."

## Only Two Sugars Then

Only two varieties of sugar had any commercial consequence in this country at that time—*cane sugar* and *maple sugar*, the latter being used principally as a substitute for molasses or coarse brown sugar. The Indians had taught the first settlers the use of maple sugar, and to this day we find it used as the general sweetener in some sections of Canada.

Refined cane sugar, the staple sugar of confectionery manufacture then, as now, came from the great refineries of England, but it was only a matter of time before American enterprise was to wrest their laurels from them and create in the States an industry of even greater magnitude.

But about the beginning of the nineteenth century

there were recorded in Europe a series of events destined to alter the entire course of sugar and sweets manufacture.

## Thanks to Napoleon

The tyrant emperor Napoleon proceeded in 1803 to blockade the whole of Europe. A sugar famine developed in consequence of this action and the refineries in England, deprived of their markets during the long years of warfare that followed, were brought to the verge of financial ruin. Sugars unobtainable in Europe except at fabulous prices were sold for cattle feed in England.

The result of the Napoleonic blockade was to arouse the Continent to intense interest in the production of sugars from sources other than cane. In 1803, a chemist named Proust demonstrated that a sugary substance (grape sugar, or dextrose) could be extracted from the juice of the grape. This was a forerunner of the present dextrose industry.

Napoleon, quick to appreciate the potential value of Proust's invention, offered him a large sum of money to put his scheme into practical operation on a commercial scale. On January 1, 1811, a government commission having reported favorably upon the progress of the invention, the emperor decreed that henceforth all public institutions in France were to use grape sugar in place of cane sugar.

## Glucose, Starch and Beet Sugar

In the same year (1811), a young German chemist named Kirchhof, while engaged in experimental work on porcelain at the Academy of Science at St. Petersburg, made the important discovery that starch acted upon by dilute acid becomes converted into sugar. From this discovery there has developed, through the years, the present great fabric of the dextrose and starch-syrup industries. The Czar of Russia encouraged Kirchhof's invention and offered a substantial prize to the first person to develop it commercially.

The period of the Continental blockade was responsible for another and equally far-reaching development—the inception of the beet sugar industry. Here ended the dependence of Europe upon cane sugar. And thus in the short space of one war-wracked decade we see the seeds laid for the futures of two great industries—beet sugar, and glucose.

Neither of these discoveries received any great amount of attention in the states at the time. Yet subsequently this country was destined to have a beet sugar industry of its own, and a glucose and starch sugar industry without equal anywhere in the world.

The growth of cane refining along the Atlantic seaboard and the eventual wresting of world supremacy

## A "CENTURY OF PROGRESS"

from the refineries of Great Britain is a story of scientific and industrial achievement from beginning to end. Upon the refinements in sugars of American manufacture rests the perfection and endless variety of American candies, just as to glucose they owe their superior keeping qualities and cheapness of manufacture.

The history of glucose in this country is the story of an industry that had to be "born again" to enter the Kingdom of Public Esteem. It was in 1831, in their home town, Sacket Harbor, that a chemist named S. Guthrie and an engineer named Captain Potter pioneered the commercial manufacture of glucose in the United States. Their plant was small and their production smaller (30 gallons a day) and the product seems to have been consumed locally.

### Glucose Industry "Born Again"

But the glucose industry of today, which is now and has been for many years past one of the leading industries of the country, did not come from this diminutive venture at Sacket Harbor. There passed a full third of a century during which the glucose industry lay dormant or dead. And then, at the close of the Civil War it sprang suddenly into life again. In 1870 it took its place in the Census of Manufactures.

Glucose, the great "doctor" of the Candy industry, did not attain its present status without a struggle. But emancipated from other sources, it had hitched its wagon to a star. And that star was Corn, destined to become the leading agricultural commodity in the United States.

Today a new world of sugar chemistry lies before us. Cane and beet sugars have been brought to heights of scientific perfection never before encountered in food products. Pick up the phone and you may have: sparkling granulated sugars, with crystallizing tendencies either weak or strong; amorphous or "transformed" sugars which fracture at the first onslaught of the refining rolls, making chocolate smooth and power costs less; "thermofree" sugars, sterilized against heat-resisting bacterial organisms; water-white inverts, grained or clear; or "liquid" sugar to answer at the turn of a wheel whenever and wherever it is wanted in the factory.

Or, from your corn syrup refiner: moulding starches; cooking starches, heavy boiling and modified; corn syrups in three conversions: heavy bodied, medium, and high conversion; corn syrups via pipe-line; and of late, the white crystalline corn sugars—hydrate, and anhydrous dextrose.

### Waiting at the Gate

Levulose, or fruit sugar, is only awaiting the turn of business to begin its great adventure; milk sugar, already a factor in European sweetmeats, will some day fulfill its destiny in our market also.

New sugars—unsuspected properties and uses springing out of them—are forever giving the lie to the assertion that "there is nothing new in sugars." The confectionery industry, eager for new ideas, will find today in these staple indispensable, and yet ever-changing tools, opportunities for progress and profit not dreamed of by the most psychic of candymakers in the year 1833.

## No New Taste Since Columbus

**A** DISTINGUISHED professor, writing in the Sunday edition of an eastern newspaper a short while back, made this devastating assertion: "There have been no new tastes discovered since Columbus." If the indictment took any of the flavor houses by surprise, there is no record of the fact, for certainly they knew that chocolate, coffee, vanilla, and maple all made their appearance about the time Old Chris busied himself trying to bring back enough things for legal tender to get Queen Isabella's jewels out of hock again. Yet it seems inconceivable that the flavor industry has been standing still, lo! these four and a half centuries.

The trouble, fortunately or unfortunately (whichever way you choose to look at it) is not that the flavor industry has been lax in inventing new tastes, but that the public likes the old standbys, and, in the main, is unwilling to have its tasting facilities experimented with. If you do not believe this, turn any modern flavor house loose on your problem of developing new flavors for you (at your expense), and be prepared for a horrible awakening.

There is no other way to explain the fact that the most popular flavor for ice cream in Boston is coffee,

while in New York it is chocolate, and in Canada it is maple. People develop sectional likes and dislikes. They yearn for the flavors remembered from childhood. New Orleans may like its "ambrosia"; New York will have none of it.

### A History of Gradual Changes

Progress in flavors is the progress of evolution, not revolution. Barring the discovery of a new crop plant enough unlike present flavors to be suggestive of something different, and enough like them to get by, it is a reasonably safe prediction that the flavors of tomorrow will be gradual outgrowths of the flavors which we know and prize most highly today.

Chocolate, as first made by the Aztec Indians in Mexico with ground maize, no sugar, and a liberal sprinkling of red pepper, would hardly appease the appetite of any large portion of the public today, showing what a long way we have come in flavoring history without changing the basis of our "taste."

And so the history of flavors during the past 100 years is necessarily a history of gradual changes, mastery in reproduction, and refinement.

In 1833 the flavor business was without standards, and largely without ethics. Jarrin, in his illuminating

# WHICH IS YOUR MARKET ?

There will always be people looking for "price" candy. Too, there will always be the dependable, profitable customer who knows a good piece, expects to pay for it, and comes back for more.

Does your market lie in the latter class? If so, hold that market by using only the best VANILLA

## BURNETT'S

*always uniform in flavor. Three blends*

**FORT • MONOGRAM • DREADNAUGHT**

• **Eye Appeal.** Burnett's Color Pastes give an "eye appeal" to your candies. They are uniform in strength, blend evenly, and help sell candy.

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IT'S called a Century of Progress, —a century indeed, filled with achievement in every endeavor. The greatest mechanical and scientific advances have been accomplished, however, in the past thirty or forty years.

The MM&R Laboratories, established in 1895, and dedicated to the manufacture of fine Flavors, have kept apace of the Twentieth Century's phenomenal record of progress. In its chosen field this company has adhered consistently to standards of qualities in all its products, and has been guided by a policy of fair prices, ethical competition and helpful cooperation with its customers.

It takes APPEAL to lift candy sales these days. Manufacturers have found that the surest guarantee of success is to start with a foundation of good flavor in the manufacture of their candies. The MM&R label is your assurance of the best quality flavoring material.

Before placing your next order for flavorings, we'd appreciate an opportunity to consult with you. Why not afford us this privilege? It will be to your and our advantage, we know.



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*Manufacturers of Selected Basic Flavoring  
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# POLAK'S FRUTAL WORKS

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## ANNOUNCES

## MANTECANA

(Imitation Butter Flavor)

the perfect blend of diacetyl  
and its homologs for candy  
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is the flavoring principal of  
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the consummate skill and  
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affords the manufacturing  
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toffees, butter creams, in  
fact all goods containing  
butter, cocoa butter, cocoa-  
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## MANTECANA

is especially delicious in  
CHOCOLATE COATINGS  
to which it imparts that  
elusive but highly desired  
flavor of genuine Swiss  
Chocolate.

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There is a big difference between  
the two.

Frankly, we'd prefer doing business  
with the former.

The purchasing agent or flavor  
chemist who really **BUYS** his raw  
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the company sponsoring it.

It is under such conditions that  
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## A "CENTURY OF PROGRESS"

handbook (1828) exhorts his readers to distill their own essences to avoid "the abuses and vile sophistications practised in this department of the business."

Popular in goods of almost every description were rose water, orange flower water and a variety of distilled waters ranging from lemon, orange and mint to lavender, caraway and wormwood. Rosewater was an indispensable adjunct to the confectioner's art.

The vogue for floral flavors persists to this day in some parts of Europe; here, they are almost, if not quite, defunct. Spice oils, popular then, have lost caste now, and in their place there has sprung up a steadily increasing demand for natural tasting fruit flavors of all kinds. It is a normal and healthy development.

Outstanding among modern confectionery flavors is vanilla, as exemplified by the flavor of the vanilla bean. A confectioner looking back in 2033 will probably say of us that we used vanilla as our predecessor in 1833 used rose water. And since it is the fate of all popular things in our age to be ultimately reproduced at lower cost by synthesis—we have also the vanillins methyl and ethyl vanillin. Starting with its manufacture from oil of cloves, we know how to make vanillin from aniline. What methyl vanillin may lack

in delicacy of aroma is supplied by ethyl vanillin—fragrant, delicious and about  $3\frac{1}{2}$  times as strong.

### A Parallel Adventure

Even now we are witnessing a parallel to this great adventure in food flavors. For today is butter's day. The reaching out of the dairy industry after new conquests, the lower prices of dairy products which have brought them into more widespread use, have placed a premium upon the delicious richness of fresh dairy butter as a food flavor.

And as usual, the scientific world has not been far behind. For what vanillin is to vanilla, diacetyl is to butter. Used alone or in conjunction with its salts, this new synthetic is already busy emphasizing this flavor or fortifying that—and imparting the clean, fresh butter character which earlier imitation flavors have lacked.

Nothing new in tastes since Columbus? Well, the flavors may have been there all right in Columbus day but it has taken the modern flavor chemist to capture their elusive fragrance and harness them to his bidding. More and more products in the sweet food industries are commencing to taste like the products they are said to resemble. And if that isn't progress, what is?

# 'TIS SAD

## the way some candies act during summer . . .



Perhaps it is because of the nature of the candies, unsuitable for the warm weather or maybe something is wrong with the formula. In either case it is costly to take chances—YOU SHOULD KNOW by using

### CONVERTIT

Purified invertase of standardized activity

CONVERTIT simplifies production during the warm months. It enables you to make centers that handle easier—even extra soft cream centers that—stay soft—which means that they stay fresh. Your centers will start firm and will not mash or break easily thus reducing scrap.

CONVERTIT has the distinct advantage of acting after the centers are coated. It reduces losses from mashing, crusting, drying and fermentation and speeds up production.

## THE NULOMOLINE COMPANY

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# The Odyssey of Color

WHERE once we had a handful of colors to choose from, today we have primary and secondary shades taking in the full range of the spectrum. Where we once had materials of indifferent quality, mixable with difficulty, we now have smoothly blending primaries, and secondaries of exquisite hue—dry, paste, and “crystal.” And where ignorance once gave us materials of questionable wholesomeness, we receive every batch of colors today with the certification of a government laboratory.

The excoriating tirades of the thrill-venders of the 90's, who died their handkerchiefs with garish shades formed from the solutions of candies, were not without some justification. Of course, they might have done the same thing with spinach and beet juice, but they didn't. The attention of the public was focused on candy and heinous tales of death and destruction leapt from glib lips to willing ears until the confectionery industry was forced to take cognizance of it as a matter of self-preservation.

## Tempting (?) Colors

Whence came all these tales of death-dealing dyes and poisoned babies? We need not look far for the answer.

Jarrin (1828) gives this useful (?) formula for preparing vegetable carmine:

2 lbs. Brazil wood; 2 ozs. pulverized Cochineal bugs; 1½ ozs. Rock alum, 1¼ ozs. Sal Ammoniac; 1 oz. table salt; 1 lb. 12 ozs. Nitric acid; and 8 ozs. Pewter filings. Mix thoroughly, let stand and pour off the yellow water until you come to the yellow color.”

Of course, the confectioner was told that *gamboge* in large quantities is an emetic and cathartic; that *saffron* is a good “stomachic”; that *sap green*, being the fruit of the poisonous buckthorn, was not good to eat in any large quantity; and that *Prussian Blue* should be employed sparingly.

“*Vermillion* and *cinnabar*,” said Jarrin, “are two different shades of a lively red color; they are equally dangerous, and should never be used in confectionery unless absolutely indispensable.” He neglected to state under what conditions he considered the use of these poisons “indispensable,” although one can understand that there were probably a number of objectionable people in those days, too, for whom even that summary treatment would have seemed too good.

All of the colors mentioned, with the exception of saffron and cochineal, are, of course, forbidden by the food laws today. But don't let us be too harsh on the confectioner of Jarrin's day, who knew necessity as his only master. He had no extensive medical, dietetic, or toxicological information on these substances such as we have today, nor were there many choices afforded by the sources of colors known at the time.

## And Yet, Candy Survived This!

And Jarrin was conservative in his recommendations compared with many who followed in his footsteps years afterwards. Several decades later we find this pithy morsel tucked away in the history of candy:

“Poisonous coloring of candies is becoming frightfully common, so that it is really unsafe to eat any colored sugar without being perfectly sure of its composition. Many fatal cases of poisoning have occurred among children especially, from eating cheap candies, colored with arsenic, lead, copper, mercury, antimony, etc. . . . All mineral substances with the exception of pure ultramarine and Prussian blue, should be shunned as poisonous, both in pastillage and ornamental confectionery, and in candies intended to be eaten, as children often put the former into their mouths, and are thus injured by them. The poisonous coloring matters mostly employed are oxide of copper; brown oxide of lead; minium, or red oxide of lead; massicot, or yellow oxide of lead; vermilion, or sulphuret of mercury; gamboge; chrome yellow, which consists of two poisonous substances,—oxide of lead and chromic acid; Naples yellow, a compound of oxide of lead and antimony; Scheele's green, a deadly poison composed of arsenic and copper; verdigris, or acetate of copper; and white lead in all its varieties. Litmus, also, should be avoided, both because of its nauseous ingredients, and because it is frequently incorporated with arsenic and the peroxide of mercury.

“Care must be taken in the choice of paper for the envelopes of bonbons, candies, etc. Glazed paper, both white and colored, is often prepared with poisonous substances and should never be used, as the candies frequently adhere to the paper, the particles of which may prove injurious.

“Children often contract sore mouths or inflamed gums by sucking or chewing these papers, and too much care cannot be exercised with respect to them. Plain white paper, or paper colored with vegetable substances, alone can be used with impunity.”

And so, on and on until the latter portion of the nineteenth century. Ignorance with respect to the selection and use of colors more than once came very near being the death of the candy industry. With devastating indictments such as these crawling out of the pages of the industry's own text books, what wonder that the soap box orators thrilled to record-breaking audiences or that mothers threatened dire punishment on youngsters who sequestered their pennies to buy candy?

## Saved by Certified Food Colors!

The reform in color, when it came, was as complete as it was wholesome. Linked to one of the most famous discoveries in chemistry which the world has known—raised by the magic wand of science from the tarry residue that is left from the destructive distillation of coal—source of synthetic bitter almond, synthetic malic acid, and synthetic wintergreen, and one source of vanillin—there has come the legitimate and respected family of certified food colors.

There are no babies dying from colors now; the wrath of the public has long since subsided. Education, government supervision, and the awakening of trade consciousness have lent a hand and made the food colors of candy what they are today: promoters of zest, aids to digestion, and delights to the eye.

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HARD CANDIES

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# FOOD COLORS

## At the Bottom of the Microscope

TODAY we move in an almost unreal world, barred from the naked eye. To the perfection of the microscope we owe many things; our knowledge of the unseen forces that build and the equally potent forces that destroy.

We see the step by step evolution of the crystal and colloid structures that give our candies life and body. We behold the action of steel and granite on a chocolate mass. And we watch and plot against the malevolent organisms that threaten the wholesomeness and keeping quality of the things we have so laboriously created.

### The Faithful Enzymes

Not all of the micro-organisms we encounter are malevolent. Some of them are indeed most useful. One of the useful substances secreted by that microscopic form of plant life known as "yeast" is the enzyme invertase. To its discovery and commercial standardization we owe our greatest strides in fondant manufacture. It has provided a renewed impetus to the production of "handrolls"; it has provided a means to "time" the softening of centers, facilitating their successful storage over long periods; and it has enabled us to conquer the great despoiler of our hidden world—*B. torula*—the wild yeast that rides through the air on chariots of dust and spares neither the Great nor the Small.

We call its ravages "bursting fermentation." The losses it has caused to the candy industry would be impossible to compute. It is the "villain" of our world of the lens. Invertase, by inverting sugar and raising the density and osmotic pressure of the cream's syrup phase literally crushes the life out of the offending organism, rendering it ineffectual or dead.

Similarly, we have the enzyme diastase to convert starches into sugars; and pectinase to clear up the turbidity of fruit syrups by disintegrating the pectous substances responsible for the cloud. There are countless other enzymes responsible for the cloud. There are countless other enzymes ready to do our bidding in the confectionery field, but this is not the time nor the place to discuss them.

### Dawn of a New Era in Food Chemistry

Of even greater import has been the harnessing of molds to the industrial production of food acids. Characterized in a recent government bulletin as one of the most outstanding achievements of the past decade, this new method of producing chemically pure food acids from low priced sugars is only the beginning of a new and marvelous era in food chemistry. Already fermentation citric acid is elbowing its way into the market for the citrus product; a new sugar acid—gluconic



## ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

*An EXTRACT which will add a superior quality to your CONFECTIONS*

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**PURCHASING AGENT . . .**

"CREAM OF SUGAR! We tried a barrel at their expense and found it kept our confections fresher over a longer period. No 'Returned Goods' item to kill our profits now. We'll always use CREAM OF SUGAR hereafter."

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**CREAM OF SUGAR** prolongs the shelf life of your confections because it keeps your soft center goods fresh and soft indefinitely, and prevents hard candies from graining. This does away entirely with that costly "Returned Goods" item.

**CREAM OF SUGAR** is sold strictly on its merit. As proof, we shall ship a barrel with the understanding that the purchase price will be refunded if unsatisfactory.

A better Invert Sugar at lower prices than you are paying.

Write today for prices on **CREAM OF SUGAR**, stating what your annual requirements are.

\*  
Candies which deteriorate with age due to selection of improper ingredients.

**Refiners of Invert Sugars for  
Confectioners since 1880.**

**HOLLOWAY CORPORATION**  
PHILADELPHIA PA.

acid—looms upon the horizon. A lactone or acid-former is to be had in gluconic acid lactone.

Are we ready for this era of new materials, new sources, and new methods, which lies at the bottom of the microscope?

### Candy at the World's Fair

CANDY has its place of prominence at the Century of Progress Exposition in Chicago in both the educational exhibits of the exposition and on the concession stands throughout the 5½ acre fair grounds.

Fred W. Amend Company has an exhibit of jellies in the Food Building of the Agricultural Group on Northerly Island, where the story of Amend jellies is told by displays and two pans in action. Freshly made gum and jelly work are also on sale at the exhibit.

In the same building Julia King's Candy Corporation, of Chicago, exhibits chocolate dipping and a full display of chocolates, bon bons, and salted nuts—likewise on sale to the visiting throngs.

Bunte Brothers, Hershey Chocolate Co., Reed Candy Co., and Williamson Candy Co., were selected by the Century News Co. as exclusive sources of supply for the candy sales at the concession stands, of which there are nearly 100 on the grounds. Principal items featured are bars and small packages.

A number of stands outside the entrance to the Fair grounds are being operated by the Curtiss Candy Co., featuring their line exclusively.

### Confectionery, Biscuit and Chocolate Industries of Canada

The fifteenth annual convention of the Confectionery, Biscuit and Chocolate Industries of Canada meets June 16th in Toronto at the Royal York Hotel. The sessions are confined to one day only as this plan last year was found successful. In keeping with the times several important changes in the Association will be discussed. There will be conferences on practical problems and an exchange of ideas and opinions on matters that most vitally affect the Industry in 1933. Subjects such as merchandising, costs, distribution, employee relations, credits and collections will be discussed in open forum.

### Forum Meetings

Production Forums will be held Tuesday afternoon, June 20th, and Wednesday afternoon, June 21st, at 2:30, for the discussion of production problems. Department heads of Manufacturing Plants are invited to attend both of these sessions. The subjects will be interesting and the discussion period will be instructive.—N. C. A. Bulletin.

### Traffic Forum

Traffic Managers of each member plant are invited to attend the Forum Session on Thursday afternoon, June 22d, at 2:30 p. m. for a discussion of the proposed increase in rates in the eastern territory from 50 per cent of first-class to 65 per cent of first-class to become effective July 1st. All Traffic Managers should attend this session of the convention.—N. C. A. Bulletin.

# The Money Tree

Van den Boom die de Cacavate draegt, dat haer Geldt is, en  
hoe de Indianen uyt twee Houten Vyck krijgen.



Cacavate 't welck hun gelt is / den boom die dit dreecht en is niet seer groot / hy en waelt niet dan in hette plaatsen / doch in schaduw / want waert hy bescheit van de Sonne hy soude vergaen : Waerom plant men hem in de bosschen daer 't vochtich is / en verfende of dit niet genog en waer planten sy hem by eenen boom die ho-  
oer buygen / en verheepden synen top / so dat hy groot verfende hem debeckt / dus krygt hy oer alschaduw / so dat hem de Son in gender voegen hiet- bert. Als sy d'uyt willen maeken / soo nemen sy 2. houtjes van desen Boom die sy so lang tegen malhanber wyghen tot datse byanden / en dit is de Manier van d'uyt maeken in gansch Indien / onder de Indianen gewest.

Fig. 1—The Cocoa Tree. (From the Dutch edition of Girolamo Benzoni's History of the New World.)

CONFRONTED with the everlasting dearth of that elusive something known as money, countless persons may have wished for a money tree with whose fruit they might pacify various and sundry of their creditors. The Aztec Indians had such a tree, and Girolamo Benzoni describes its cultivation at the time of the Spanish Conquest of Mexico in these words: (See Figure 1.)

"Cacavate, which is money. The tree which produces it is not very large. It grows only in hot places, but under shade, for if the sun were to shine on it, it would die."

Chocolate manufacturers to this day use the same tree to produce money; only instead of circulating the cocoa beans for currency, they make them into chocolate bars and exchange them for nickels. And the sun still wields its old-time power over this form of currency.

Van Hall, describing the birth of chocolate, says:

"At the time of Cortez, cocoa was not only highly appreciated by the Indians as a beverage, but was also used as a substitute for money, in the same way as the kolanut is still used in Africa. That it was valued very highly is apparent from the fact that a rabbit could be purchased for ten, and a slave for one hundred beans. The different provinces paid their tribute to the Chief in cocoa, and when the Spaniards defeated Montezuma, they found in his palaces great quantities of the beans, which represented a great part of his property, and which were, of course, also drawn upon to prepare the beverage, which was always kept ready in golden beakers for his personal use. 'He used to take this strengthening drink,' says Bernal Dios de Castillo, 'when he intended to visit his serail.'"

Whoopee!

One may imagine that the money-drink of Montezuma which he took before visiting his lady friends

must have had considerable kick that it does not possess now, and indeed it did, for listen again to van Hall:

"As cocoa was so valuable, the common people could only afford to mix a little of it as a spice in their ordinary food, called 'atolle,' a sort of soup or porridge made with corn-meal. The real beverage, called 'chocolatl,' was only used by the rich. This 'chocolatl,' however, was quite a different thing from our cocoa or chocolate. It was made of corn and cocoa, roughly ground between two stones and boiled with addition of red pepper."

That the popularity of this concoction was not shared by the visiting gentlemen from Spain was apparent; neither did the Dutch gentlemen of the high seas who had the nasty habit of taking it away from them.

"At first the Spaniards could not appreciate this mixture, and consequently did not regard the plant as valuable; and in the same way the Dutch corsairs, when they captured some of the produce, threw it into the sea, calling it in bad Spanish 'cacura de carnero' ('sheep's excrement')."

There are those who belay our present chocolate industry and would have us believe that the cheapest grades of chocolate today are little better than the corsair's opinion of it four centuries ago; but the popularity of these products belie them. When the nuns of Guanaca showed Spain how to make a pleasant-tasting product out of the bitter nibs by adding sugar to them, the second page in the history of chocolate was written.

## Cocoa Crosses the Threshold

The enormous extension in the cultivation of cocoa, and in the preparation of chocolate, which has taken place during the last half to three-quarters of a century has been due in large measure to the invention by the Dutch manufacturer. C. J. van Houten, 105 years



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in Milk Treatment

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CONVENTION



Placto, a Kraft-Phenix product, has all the characteristics of fresh milk unchanged, except that the surplus moisture is eliminated and only sufficient sugar added to protect its freshness.

To the chocolate manufacturer—It means the full rich flavor and creamy texture of fresh milk without the long, tedious process of evaporating excess moisture in hot rooms or conches.

To the candy manufacturer—Placto gives you a true milk flavor and the body and standup benefits of all the proteins and casein naturally present in fresh milk without the disadvantage of prolonged cooking.

We have not improved on fresh milk but we have given it to you in a more usable form. Write for full details.

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Never in the history of candy-making has QUALITY been so definitely important as it is today. It is the one factor that should be uppermost in your consideration if you hope to develop and to maintain volume sales.

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Foremost authorities recognize and openly advocate YELKIN as an asset and a notable advancement with distinct technical advantages in candy-making. Let's make better chocolate and better candy—confections that look better, taste better and keep better—USE YELKIN—The Standardized Lecithin.

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Developed especially to help you make quality, tasty candies—they are distinctive and potent in taste satisfaction.

**BUTTER FLAVOR** imparts the same flavor and aroma of fresh dairy butter.

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#### DEMERARA SUGAR

The British Toffee Sugar with an inimitable flavor now available to American manufacturers. Try it in a toffee (ask us for formulas).

#### PRACTICAL HELPS FOR CANDY MAKERS

Make sure that your name is on our mailing list to receive our booklets of practical formulas for different kinds of candies. You will find them helpful.

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Distinctive Products and Service for Confectioners

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## A "CENTURY OF PROGRESS"

ago, of a method of preparing cocoa powder, by which a great part of the cocoa butter was removed.

Jarrin describes the manufacture of chocolate as it was practiced one hundred years ago. The "kernels" were roasted in an iron pan stirring them all the time; when roasted sufficiently the shells were rubbed off between the thumb and forefinger. To 10 lbs. of cocoa prepared in this manner,  $7\frac{1}{2}$  lbs. of powdered sugar were added. The nibs were first put in a cast iron mortar previously warmed by filling it with live charcoal and pounded with an iron pestle until reduced to a liquor. Then the powdered sugar was added and the mixture "ground until smooth" with the iron roller shown in Figure 3. How many weeks of rolling were required to produce the smooth product which "will melt in your mouth like butter, without leaving any sediment," Jarrin neglected to say.

The method employed to coat centers with this chocolate was equally simple: one merely "pushed the centers under with one's finger."

### What, No Sawdust?

Jarrin, crude though his methods, made good chocolate. What some of his gay successors were shortly to do with it is another matter. The *Confectioner's Manual* drags the skeletons out of the closet:

"It frequently happens that chocolate is adulterated, not only with the ground shells, but with farina, starch, potatoes, lentils, roasted beans, ground almonds, sulphate of lime, chalk, and other pernicious substances; then highly perfumed with benzoin. Peruvian balsam, etc., to disguise the foreign taste. The residuum of the cacao-paste from which the vegetable butter has been extracted is often bought up at a low price, and made into chocolate with the addition of yolks of eggs, common butter, olive and almond oil, cocoa-nut oil, and even lard, mutton-suet, and tallow. Chocolate is also manufactured from beans that have been spoiled and rendered unwholesome by sea-water; and is not infrequently colored with red and yellow ochres, red lead,

vermillion, etc., when they become positively poisonous."

Apparently the only thing the cut-price boys neglected to add to chocolate in those days was Aunt Agatha's spectacles.

### The Skeletons Are Dead

The past few decades have worked wonders in the chocolate industry. The first branch of the confectionery field to achieve almost complete mechanization,

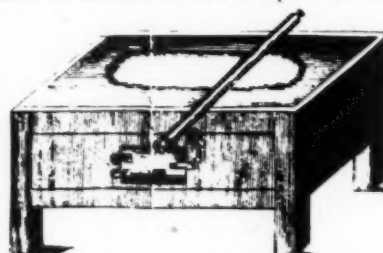


Fig. 3—A stone slab for making chocolate (1828). The stone is made hollow on the inside to contain a chafing dish to warm the stone. The roller is of polished iron. (From Jarrin's "The Italian Confectioner.")

it stands today a challenge to other branches of the industry to do likewise. Few industries in the food field have higher standards, or have made more strenuous efforts to uphold them. Critics go back to past years for their inspiration on how chocolate should best be made. They forget how a great deal of that chocolate was made.

Let the confectioner emulate the chocolate industry, for its skeletons are assuredly quite dead. And let him find for himself a money-tree as profitable in the past and as potentially profitable in the future as "cacavate," which the sun shines not on, lest it die.



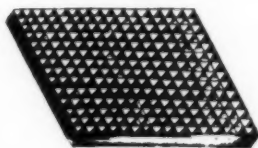
Fig. 2—Indians roasting and kneading cocoa. (From the Dutch edition of Girolamo Benzoni's History of the New World.)



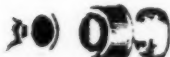
# The Starch-Buck's Family Tree



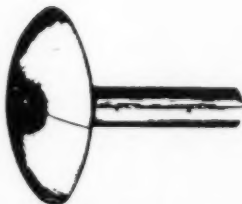
A round tin or copper mould for making rock candy. Threads are stretched between the holes and the sugar crystals are deposited upon them.



A tin frame, 12 inches across, for cutting barley-sugar into tablet form.



A box-wood mould. The interior is hollow, to receive a circular disk of paper which pressure forms into a ring; used for "liqueur rings."



A tin mould used for forming mushrooms in rock sugar, made to open into two pieces and held together with a hinge.



A box-wood mould for forming paper baskets; the forerunner of the modern "bonbon cup."

June, 1933

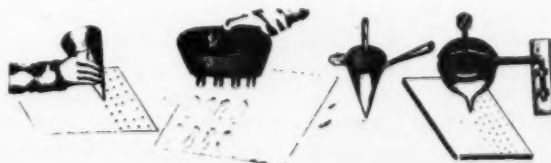
THE modern printer and starch-buck, presiding in white-gowned elegance over a modern "starch room," were not always the faithful servants of the confectionery industry. Nor was starch the universal material of which moulds were made.

It is interesting to look back upon the humble beginnings of the art of fashioning centers in starch in order to appreciate what a really great boon starch has been to the commercial progress of the confectionery industry.

Writers of a century ago record that among other things, moulds were formed of *wood, stucco, plaster of paris, sulphur, lead, copper, and tin*. Lead moulds were very common. Sulphur moulds were made of fused sulphur, pounded slate, brick, marble, iron or brass filings. Stucco moulds were made of a mixture of plaster of paris, glue, and salt. Wood moulds, painstakingly carved by hand with engravers' tools were rated among the best. Starch was not unknown as a moulding material, and was in fact used in the moulding of jujubes and similar confections long before Jarrin's day. As often as not, however, the starch was mixed half and half with powdered sugar, the results of which mixing would seem fairly apparent. Another favorite mixture was  $1\frac{1}{2}$  parts of powdered sugar to two parts of starch. If starch wasn't available, the resourceful candymaker filled his boards with the family "hair powder."

Starch moulding did not become universal until the awakening of the machine age. The invention of the "Mogul" made the quantity production of centers easy, economical, and fast. Today starch is the accepted moulding material for centers. A few descriptions of candy are made in moulds of flexible rubber and there are indications that the use of these moulds for special purposes is growing. For economy, starch stands pre-eminent. But in certain types of work, as for example, the production of pectin jellies requiring a fixed and predetermined moisture content, these non-dehydrating moulds may find for themselves a broader market in the future than they have had in the past.

But the cumbersome, inflexible, and expensive leaden and wood moulds of the past are gone forever.



Forerunners of modern depositing (from Jarrin, 1827).



A tin mould for half-pound chocolate cakes.



A tin cylinder or syringe used to force almond paste through orifices of a desired shape; forerunner of our modern household decorating device.



An iron tool for making wafers; the wafers are held in the depressions and baked in a stove.



An ivory tool being used to flatten and model a rose-leaf for decorating.



A quill, notched into saw teeth at the end, used in modeling paste, to produce the frizzled appearance of the wool of the lamb.



A piece of wood, to turn small horns upon; alongside of it is a completed horn.



Hinged lead moulds for making ice fruits.

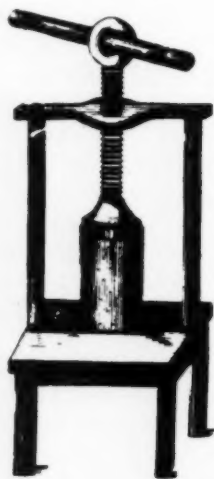
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# Candy Colloids Then and Now

THE progress of the candy industry with respect to the choice and variety of its raw materials is nowhere better exemplified than in the contemporary history of the colloidal substances upon which its present status so largely depends. Take from us our starches and gums, our albumens, our gelatins and marine algae, our pectins and lecithin, and the scope of the confectionery art becomes narrow indeed. Yet the majority of these tools have been left to relatively recent years to develop and exploit.

If we go back to the time of Staveley, Nutt, and

A screw press of the type used a century ago to press gum-dragon. (Jarrin, 1827.) The press is of wood and the cylinder of copper, pierced with small holes. The prepared gum is enclosed in a linen bag which is placed within the cylinder.



Jarrin, which is to say, approximately 100 years, we find the confectioner mainly dependent upon gum-arabic, isinglass, gum dragon, starch, and white of egg, the latter used principally as a clarifying agent. "Common gum paste" was made with starch and sugar; gum dragon, or tragacanth, was chiefly used in decorative work; the "all-purpose" colloids appear to have been gum-arabic and isinglass.

The "mucilage" referred to in the candy formulas of those days was usually prepared with gum-arabic, which had been known and used from earliest times. Other "mucilages" were obtained from the West Indian plant "hibiscus esculentus," and from the roots and leaves of the marshmallow—a plant which inhabited the salt marshes of Europe and America. The latter contained a substantial proportion of vegetable albumen which imparted to them something of the properties of egg white. It followed as a natural sequence that they should be used first as clarifying agents in place of the latter, and later, the plant marshmallow, which possessed both the stabilizing properties of gum-arabic and the aerating or frothing propensities of egg albumen, provided the basis for the confectionery "marshmallow" which is so highly prized today.

## "Isinglass"

The indispensable "isinglass" of those days was not mica, but a rather expensive fish gelatine, made from the air bladders of the sturgeon, etc. When animal gelatine entered the competitive arena, isinglass was not infrequently adulterated with it, just as, years later, pectous substances were used to adulterate gelatine.

"Japanese isinglass" was our present agar-agar, which is made from certain species of marine algae. Other forms of marine plant life, sea weeds, etc., later came into use, among them algin (sodium alginate), Irish moss, etc.

The pods of the carob or locust-bean tree, nicknamed "St. John's Bread" because it was believed by some to be identical with the "locusts and wild honey" on which John the Baptist subsisted during his sojourn in the wilderness, did not come into general use until around 1870, about which time a patent was issued in London covering its use.

## "Grenetines"

Law (1902) recalls that "grenetines," or real gelatines, "are found only in the animal kingdom, but they are sometimes substituted by or adulterated with so-called 'vegetable' gelatines. This soft, tremulous jelly-like mass obtained from fruits, vegetables, sea weeds, etc., is a spurious gelatine, and merely results from the half solution of organic principles known as pectine and pectic acid, *pectis* being, in fact, the Greek word for jelly."

Little did that distinguished commentator dream of the bright future in store for the "spurious gelatine"—pectin—which was destined to influence the whole subsequent course of jelly-making operations.

## The Discovery of Pectin

It was a French chemist named Braconnot, who, on July 1, 1824, announced the discovery of pectin at a meeting of the Royal Academic Society of Nancy, France. He prophesied at the time that the substance would be found to have many uses, among which would be the preparation of fruit jellies of very fine quality. He furnished concrete evidence of the logic of his predictions by submitting actual fruit jellies which he had prepared using purified pectin extracted from fruit other than the material which comprised the bulk of the jelly.

But not until three-quarters of a century later did pectin become commercially available, and then only in a very impure form, carrying much of the color and flavor of the treated fruit with it, which it imparted freely to the jellies made with it.

Nineteen hundred and twenty-three, almost 100 years after Braconnot made his famous discovery, saw the first commercial production of citrus pectins begun in California. The history of that article in the swiftly-

# THESE NEW-TYPE CANDIES

Win Instant Favor Wherever Introduced Because of Added Tenderness, Clarity and Refreshing Flavor

## Easily made at low cost with Exchange Citrus Pectin for Confectioners

Manufacturing confectioners are discovering that jelly pieces and gum type goods made with Exchange Citrus Pectin have definite sales advantages. They are finding that the superior quality and low cost of these new-type candies set them apart from competition.

Pieces made this new way are clearer. More sparkling. Truer to taste. More natural. More refreshing. More tender. They have longer shelf life.

Because Exchange Citrus Pectin is colorless, tasteless, odorless. It is a native constituent of fruits. Any desired degree of tartness may be added without affecting performance of the factory batch. It makes a short

jelly that retains its original desirable characteristics longer.

You can make candies this new way without additional skill or equipment. And costs are low if you standardize on Exchange Brand Citrus Pectin for Confectioners—with 100 jelly units to the pound guaranteed.

Send coupon at once for your first order. Test the ease of manufacture and sales possibilities of Exchange-type confections. Full instructions accompany shipment.



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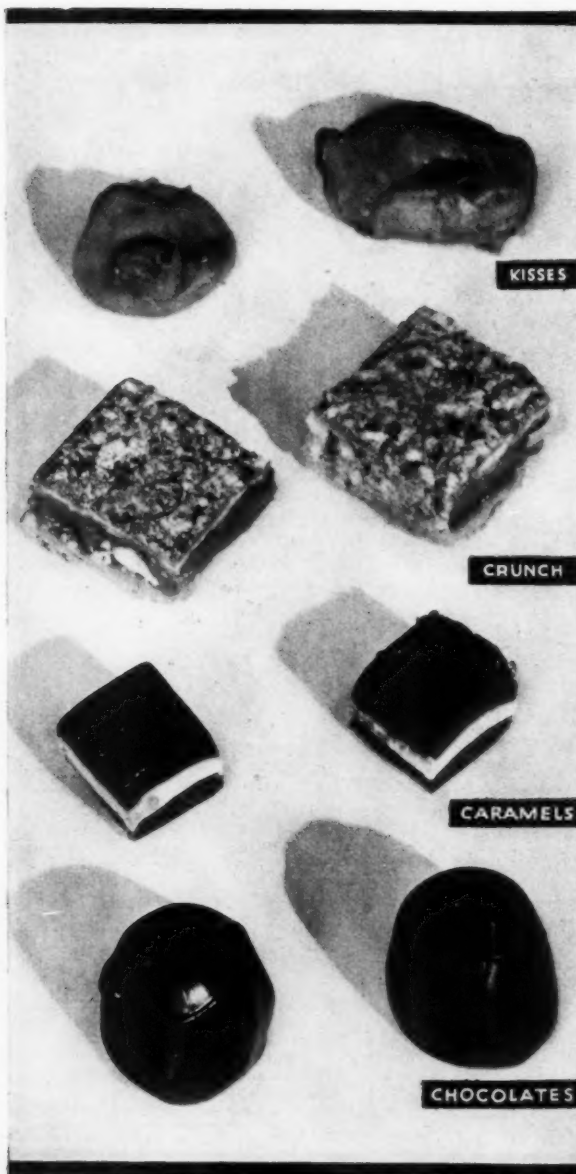
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# A LITTLE LEXIN



**. . . makes these actual improvements!**



A very small percentage of LEXIN in CONFECTIONS promotes more uniform mixing and distribution of particles that result in smooth, velvety texture! With LEXIN, fat separation is inhibited, danger of rancidity is reduced, shelf life is prolonged.

CHOCOLATE COATINGS made with LEXIN possess attractive gloss and smoother finish. You get a chocolate of desired fluidity, with less fat, that can be handled at lower temperatures. Furthermore, a LEXIN coating maintains a uniform viscosity and runs uniformly at all times. You can depend on good results without great variation on every batch when LEXIN is used!

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**CORPORATION**

NEW YORK (11 W. 42nd St.)

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## A "CENTURY OF PROGRESS"

moving decade which has followed has amply justified Braconnot's prophesy, and the steadily increasing vogue for fruit-type jellies bids fair to open new vistas to this price-harassed confection.

The development of thin-boiling starches forming clear, transparent and tender gums and jellies, and the tremendous strides made during the past two decades in the technical development of edible gelatines of standardized gel-strength and whipping power have advanced the manufacture of marshmallow, nougat and goods of a kindred variety to heights of perfection never before known.

### Vegetable Lecithin

And perhaps most remarkable of all, the past decade

has given us our first oil-soluble colloid—vegetable lecithin. First introduced to the confectionery industry in 1929 by the writer and his colleague, Mr. Norman W. Kempf, under the pen-name "Sherman Woodrow," based upon the researches of the latter in the laboratories of the Happiness Candy Stores, vegetable lecithin has demonstrated its claims to industrial recognition in the almost incredibly brief space of four years. And its application in the confectionery and chocolate industries has only just begun.

With revolutionary progress manifested in practically all lines of colloid endeavor, who shall say what the future holds for the newer and better candies which the discovery and perfecting of these materials has made possible?

## A Glimpse Into the Future

**A**S WE return from our brief little excursions into the past and attempt to fix a path ahead for ourselves into the future, we find certain tendencies becoming more and more clearly defined:

Perhaps the most significant of these is the trend toward specialization. The day when the "Confiseur" was expected to know how to make candies, chocolate, ice confections, cakes and pastries, not to mention a full line of fancy liqueurs, has long since passed. We will go to the chocolate maker for chocolate, to the marshmallow maker for marshmallow, to the caramel maker for caramels, to the dragée maker for dragées, and to the cream goods maker for fondant. The lines of demarcation between these subdivisions of the confectionery industry are already clearly marked. Should we ignore them?

The era of super-sweet candies is also fast slipping into history. The success of the baking, the biscuit and the ice cream industries is in a large measure predicated upon the fact that their products are *not too sweet*. How long can the candy industry afford to kill the goose that lays the golden egg?

Several years ago, speaking before the annual convention of the N. C. A., Professor Williams predicted a saturation point for the candy industry if its products

were not made less sweet. The barrier to increased volume in the candy industry is a physiological one. Candies that are excessively sweet prevent the taking of a second or third helping, and so destroy their own future sales possibilities.

In recent months the makers of chocolate have sought the way out, and today we find upon the stands in ever-increasing numbers, bars boldly labeling their diminished sweetness. Not-so-sweet, not-too-sweet, semi-sweet, just sweet enough—a new race is on for names and titles descriptive of this new character of eating chocolate. The next move is up to the confectioner.

The third influence which we cannot afford to ignore is the tendency of this country to become more and more devoted to the development of fruit and dairy products. The wise course for the confectioner would seem to be to follow this trend in the shaping of his own products.

Conform to the economic trend—lower the physiological barrier—and specialize: that, if anything, is history's mandate to the confectionery industry of the future. There is work to be done and a new "Century of Progress" to carve out. How will we be judged by those who look back at what we have done, from the coldly detached perspective of the year 2033?



If you want fine appearance on your quality "package" chocolate goods or high volume and low cost on "bulk" goods, investigate the "LUSTR-KOOLD" Chocolate Cooling Conveyor—

It will give you this and more due to improved design, based upon much experience.

We will be pleased to send descriptive literature or visit your plant without obligation—

**Economy Equipment Company, Inc.**  
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Engineers and manufacturers of air conditioning, cooling and drying equipment for the Candy, Biscuit and Chocolate Industries.

# Candy Through the Ages

## Part I

*Here is the story of Candy . . .  
romantic, fascinating . . . from  
the hand-made sweetmeats of the  
Ancients to the machine-made  
sweets of today . . . vividly told . . .*

By MARIO GIANINI

**W**HAT a magnificent Cavalcade (with apologies to Mr. Noel Coward), the birth and development of candy and chocolate machinery from the beginning of things, would make!

Dim, small, uncertain, even grotesque at first, we would see them slowly, gradually patiently but steadily, relentlessly grow, take shape, gain momentum, purpose, perfection, size; seeding as they withered into oblivion, the seeds of younger, bigger, better, more perfect offspring till we would be face to face with the giants of today compelling our minds to wonder "what will they be tomorrow"!

Giants, indeed, in the sense of dimensions as well as that of perfection of product and the production of it, for there is no denying that while man's physical stature has remained more or less constant from time immemorial, the implements at the disposal of the Roman "Dulciarii" of two thousand years ago could be carried in the folds of one's toga as compared with the Moguls, the Enrobers, the Triple Mills and Five-Roll Steel Refiners of today.

Giants also in perfection of product and the quantity turned out, for while the man-power of production of one thousand (or one hundred) years ago would only be computed in a few pounds per diem, today it runs into the tons and tons, steady, uniform, continuous feeding its output to a rabble now become sovereign where once upon a time only kings and emperors and potentates could partake of it.

"From the beginning of things!" The art of making sweetmeats is so old that one could almost believe it existed "from the beginning of things"!

### Sweetmeats of the Ancients

That the Babylonians, the Assyrians and then the Egyptians had knowledge of how to concoct sweetmeats in various ways is proven by the many hieroglyphics that modern man has deciphered while thirsting for and searching into the modes of life of those

enlightened yet far distant people in the building up of the history of mankind.

Ample indications, however, seem to tell us that it was by way of the Arabs that the art found, much later, its way through Europe and, as might be easily surmised, the door was Italy with its Sicily lying close to the east end of the Mediterranean sea and its shores the coveted goal of the invaders of those days.

That the Italians, or, to be more specific, the people then spread over that peninsula from the Sicilians to the Etrurians, lost no time in improving on what they had learned by being hosts as well as vassals to and guests of their eastern neighbors (their early commerce with the peoples of the Levante is a well-known historical matter) is told us in many instances by the writers of those days.

Their banquets had already become solemn functions in which the catering to the palate and the appetite was making history. Functions—I quote Dr. Albert Cougnet, author of "The Culinary Art in Italy"—in which the serving of sweets, sweetmeats, cakes, pastries, preserved fruits, etc., etc., had already received the title of "Second Spread" of the table. There are also proofs aplenty that the artistic side of the Opus Pistorium (writes G. Averani, in his book "Of the Food and Banquets of the Ancients") was taking shape.

Plutarch, in relating the life of Scipio Africanus, tells us an anecdote wherein he, Scipio (afterwards renowned for his victories in the Punic wars and over the people of Cartagena), having heard that a Roman lieutenant of his, at a banquet had had brought before him a large sized imitation of the city of Cartagena, all done in candy and had, with the help of his guests, surrounded the city, conquered it and destroyed it "by eating it" (!), caused his name to be deleted from the preferred list of his lieutenants for having had the presumption of capturing the—candy—city before he, Scipio, had captured the real one!

The Emperor Caligula himself used to enjoy molding from a mixture of honey, milk and other ingredients, imitations of mushrooms, chestnuts, fruits and such so

## CANDY THROUGH THE AGES

well duplicating the originals as to cause his guests to marvel at their naturalness.

### Sugar Unknown—Honey the Base

When one remembers that sugar was unknown to them and the basis of their concoctions was honey it is remarkable that they could bring about anything worth writing to posterity. Under the subdivisions of *Dulciarii*, *Placentarii*, *Lactarii* and *Pomarii* it was their duty to prepare all kinds of candies, sweetmeats, preserved fruits, fruit jellies, marmalades, candied flower petals, dry and fancy cakes, tarts of all kinds, concoctions made with basis of milk and milk products as well as to prepare the fresh fruits for the table and the art and secrets of keeping them fresh throughout the winter, especially the apples and grapes as Pliny himself tells us in the XVII Chapter of his XV book.

With the advent of the first part of the Middle Ages after the triumph of the Barbarians, the art of the confectioner and pastry cook received a severe setback,—in fact, much of it might have been lost were it not that many recipes and processes were harbored and fostered in convents and monasteries, especially in the case of the wealthy Carmelitan sisters.

On the other hand, the advent of invaders such as the enlightened and learned Arabs and Saracens and their permanence more or less lengthy in some regions of Italy and Spain, brought them the treasures of their knowledge and ability, introducing them not only to the Alambic by which alcohol could be distilled (it was, indeed, the Arab alchemist Algasiz who, in the XL Century taught how to distill alcohol from wine by means of the Alambic or still) and by means of which we were to have not only the first essences of flowers and fruits but also the art of freezing fruit juices into delicious Sherbets—the Arabian Scherbethdiy or sherbet makers having practiced it from a very remote time. Not only their knowledge of the exact sciences of architecture, of alchemy and other arts and industries but also in the technology and processes of making sweetmeats and it is here in the dim, distant past that one can begin to discern the birth of three of the various branches of modern candy making, that is: The preserving of fruits; gum work (pastilles—wafers and drops on a basis of such edible gums known under the generic name of Gum Arabic perfumed and flavored with the distillates of fruits, flowers and other aromatic herbs) and Marzipan or products of almond paste and other ground nuts in conjunction with honey, gums and other now lost ingredients.

### Familiar Confections, These!

There is a strong possibility that Nougat also might be found to have an Arabic origin, although in the case of this staple of the confectionery industry it would seem to have existed in northern Italy long before, inasmuch as Pliny (I again freely quote Dr. Cougnet), in his *Natural History* (XV9) in relating to the confection known as *aquicelus*, made of pignolias and honey, would lead us to believe that the Piedmontese,

especially the people of Turin, were then making a nut nougat which was called *Nucatus*.

On the other hand, it is only toward the end of the Middle Ages and the approaching of the Renaissance that we find "Pan work" done in the hand to have been developed and in full favor of the "society" of those days.

Of possible Greek origin under the Greek name of "tragema" having had a most humble birth in the shape of anise seeds (or possibly fennel seeds) mixed with honey and covered with powdered gum arabic, it had, under the name of *Tragea* for the Italians and *Dragee* for the French now "joined up" with its brothers of the dessert table, especially so as an "*Epicerie de Chambre*." It was then the custom for the guests of an important banquet, after having washed their hands at the banquet table with perfumed waters, to pass to other chambers—which the French later called "*chambres d'apparement*" (not unlike Mr. American Suburbanite does today when he leaves his dining room to enjoy his demitasse in the living room) and there the ladies especially, were treated to incredibly lavish assortments of confectionery in the modern sense of the word and which they enjoyed (reaching for a sweet instead of a cigarette—as it were!) to the accompaniment of spiced and honey-sweetened wines.

In the so-called *Epularii* and treatises of the 1,300's to the 1,500's there are any number of references to sweetmeats that are hardly different from those of later centuries with the only exception that, not having sugar at their disposal they had had to manage with honey.

### Sugar Introduced from the Orient

Chronologically speaking, although not wishing to delve into the matter of raw materials, their time and place of origin, how used, etc., etc., the Republic of Venice had undertaken the introduction of sugar into Europe from the Orient since the XIV century. It would arrive, (with spices and other rare items of food) from the Indies and other Oriental countries then known under the general name of *Levante*, wrapped in palm leaves and to be consigned, mostly, to the druggists of those days, therefore its high prohibitive price and the fact that only the ultra-rich could afford to buy it and, in turn, to use it in a most lavish way at their gala dinners.

Thus we see that way before sugar cane was cultivated in a commercial way sugar was already being used for candy making although restricted to the wealthy classes because of its high price.

This fact did not hinder the princely families of those days and later years from vying with each other in serving the rare, the exclusive, the superlative, the exotic, at their tables and since little more could be done to a roast pheasant or a calf or a wild boar than to re-dress the one with its original feathers and sprinkle them all over with real gold dust or gild the other with real gold leaf from snout to paws, it became the duty of the confectioner to show the sincerely appreciative as well as to the awed and envious guests what



## CANDY THROUGH THE AGES

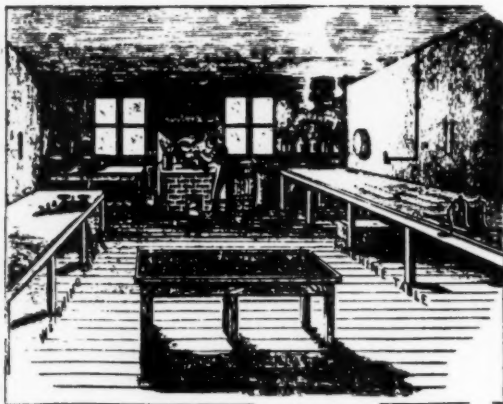


Fig. 1—A complete hard candy establishment of about 100 years ago. Note the extent of this manufacturer's equipment!

marvels of artistically finished and exquisitely tasting confections he was capable of and to what extent of lavishness his employer would permit him to go. Conceptions that ranged all the way from brimful Bonbonnières of sweetmeats to Alzate, or Pieces Montees of the French or fancy pieces all the way from a life-sized candy statue to a candy castle, and so big that there are instances where these pieces would be carried into the banquet room on the shoulders of four and six men preceded by others on horses trumpeting the arrival of the masterpiece while fresh rose petals dropped from above were gently falling in their path.

### An Art Inspiring Art

Little wonder then that such masters, of the Italian Renaissance in the arts of Painting, Sculpture, Architecture, Goldsmithing as Luca della Robbia, Benvenuto Cellini, Maso Finiguerra, Andrea del Sarto and many others did not deem it beneath them to give of their best that bowls and dishes of ceramics or wrought in gold and silver should be designed, moulded and painted so as to be worthy of the products of the confectioner, the "candy man" of those days. Treasures that are still to be admired in Museums the world over today and in private collections as well, even if the sweetmeats that they once proudly held have been long since forgotten.

It was later on, towards the end of the XVIII century, that Antonio Canova, still a youngster, having been temporarily hired as a helper in the kitchens of the Venetian Senator Falier on the occasion of a state banquet, made a small lion of almond paste, so perfect and life like that the praises of the guests caused the senator to place the young man under the tutelage of G. Bernardi, then a master sculptor and known as the Torretto and thereby giving the world an artist that might otherwise have never been heard of!

Naturally enough, this continued show of pompousness, ostentation, of grandeur and lavishness made terrific dents in the patrimony of the exclusive and princely families of those days, to the point that the

cities of Bologna and Florence at first and later the Venetian senate tried to put a stop to them by law.

And let us not create the impression that Italy was alone in making a furore with the confectioner's art of those days. The ascension of Catherine de Medici, daughter of that illustrious Florentine family, to the throne of France as Queen of Henry II saw the French court introduced to all the delicacies and refinements of the Florentine desserts and sweetmeats as developed up to that time (Catherine, not only took with her to France the well-known alchemist Roggieri and a great many officials and servants of the table, but also a large number of cooks—pastry-cooks, confectioners—sherbert makers and distillers of liqueurs), and from it to the selected "blue-bloods" and then steadily on till the day came that even the middle and poorer classes were able to enjoy Bon-bons and Berlingotz.

### A Latent Craving of the Masses

There, in the needs and cravings of the masses for things sweet, for the need of the great, great grandfathers of the candies of today may be found the reasons for the effort that man thereafter put forth in trying to supply an ever increasing urge, an ever increasing need to satisfy a desire that had been latent in generations and could never be satiated because of the high cost of the prime materials.

The cultivation of the sugar cane in Sicily and Spain at first and from there to Madeira (1420) and to the Canary Islands and after the discovery of the New World to St. Domingo, to Mexico, Brazil, the Guadelupes and even unto New Orleans of the United States (1750-51) brought the retail price of sugar to within reach of almost every one. The advent of the first factories of beet sugar (the discovery of Margraff in 1740) fostered by Napoleon First in 1811 and with perfected processes of Achard and later by Count Chap-

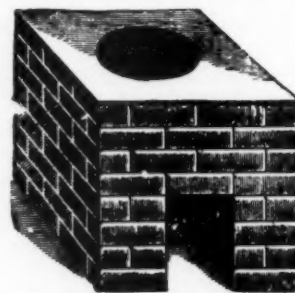


Fig. 2—An original candy furnace.

tal, helped tremendously to popularize and reduce in cost this staple of the coming generations.

And the Cavalcade, which up to now had passed before our eyes made up of artisans bedecked in togas and knickers and plumed hats with their implements almost literally under their arms now begins to change. We behold a world tired of seeing these products the monopoly of the few privileged ones, tired of hearing the related mouth-watering tales of their banquets, revolting at the few crumbs dropped them now and then,



# 540

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**O**UR congratulations are extended to the NATIONAL CONFECTIONERS ASSOCIATION on this, the Fiftieth Anniversary of its founding.

**M**AY it enjoy many more years of usefulness in the continuance of its efforts for the betterment of the industry, its members and associates.

### NATIONAL EQUIPMENT COMPANY

*42 Years of Uninterrupted Service to the Industry*

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NEW FRUIT FLAVORS  
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**Now available for**

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Blanke-Baer's new line of imitation Hard Candy Flavors in the above popular variety should enable you to increase your Hard Candy sales this Summer.

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The Mogul Operator controls the entire starch-handling system from his clutch bar. Patented Lag Control saves labor, time and operating expense.

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## CANDY THROUGH THE AGES

Fig. 3—An old mortar and its successor in making French almond paste, the three stone refiner. (Note: The pestle of this mortar was lost at the time the photo was made. In lieu of same, the candy maker is wielding a wooden spatula to demonstrate its manner of use.)



becoming more and more the blessing of all palates, rich and poor alike.

### Man Entreats New Gods

It is here that we see tangible proof of man's effort to supply an ever increasing want and we see him at the beginning of the 19th century searching for help from new gods, the gods of invention, of mechanics, and of chemistry and other sciences.

And the gods were liberal in their rewards. Slowly

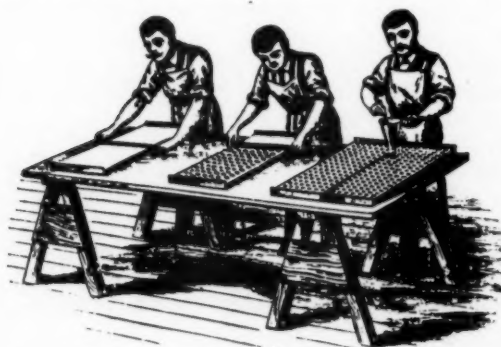


Fig. 4—A real starch department starts on its way.

and uncertain at first their gifts grew larger and more numerous, more perfect, as the years rolled by until, from a simple work shop as shown in Figure 1, with a still simpler furnace as shown in Figure 2, man found himself the owner of gigantic factories in which machinery and equipment had supplanted and improved on hand labor to the nth degree.

Pulling together the principal threads of candy making of one hundred years ago then, and their trends in the new century plus a passing mention (unpretensive

as to acuteness) of the principal epoch making mechanical improvements we find that of the art of making almond paste concoctions, of that of preserving fruits and the others of making nougat, gum work, pan work, hard candy, fondant or cream work and chocolate and chocolate covered candies one could venture more or less as follows:

### Marzipan

Perhaps the oldest of the arts of the confectioner, for it had flourished since time immemorial, after having reached an ascendancy as great if not greater than any other branch through the ages, it began a gentle diminuendo in the last century until today its principal characteristics have practically disappeared. One could almost say that just because it resisted all attempts to draw it from the realm of hand made goods and take it into that of machine made ones, it had signed its own decree and was fated for eventual decline.

Not that machinery did not come to its aid but rather as a help in preparing it into a dough than to take that dough and evolve it into the sweetmeats of years ago. Witness the mortar and pestle of Figure 3 as compared with the stone melangeur and refiner in the background.

Today it is to be found more often in the pastry shop than in that of the confectioner with the possible exception of as a centre in chocolate covered goods.

### Preserved Fruits

Here, too, we have a branch that has yielded little to modernism, especially to machinery and there is a strong doubt in our mind if the candied fruits of today are a whit better than those of 1833 or even earlier days.

Nevertheless, during the very last few years and after

## CANDY THROUGH THE AGES

many attempts at improvements, science would seem to have overcome and captured this citadel of old-fashioned ways by introducing a special vacuum machine whereby the fruits are fully preserved in 24 to 48 hours as against three to six weeks as it is still commonly practiced nowadays. That this process is bound to retain much more the natural flavor of the fresh fruit would seem reasonable to expect.

### Gums, Jellies and Marshmallows

From the days of the Pasticcas to the Gums and Jellies of today is a long stretch of the mind and it certainly represents a long series of efforts.



Fig. 5—A precursor of the steam kettle. Note the water cup and spigot on the left and the "safety valve" on the right.

As important yet long forgotten milestones, one should pause at those of the first wood mould, to be followed by the first plaster-of-paris ones on a stick of wood and the first tray filled with corn starch! (Figure 4.) Here we have the solid beginning of a candy branch that was to grow ever bigger and greater till today it ranks second to none at least in poundage and variety and wholesomeness of goods.

From the pure gum arabic Druggist Gum Drops of long ago (we have often asked ourselves if that name is due to the possibility that they were really made by or sold only by Druggists in the early days) and the pure gum arabic jujubes to the A. B. drops, the starch and jelly goods of today plus their offspring, the gelatine marshmallow, one might truthfully say, there is progress.

But as stated above, this progress was made possible only by the mechanical help brought to the industry and greatest among these, we would say, was Steam.

[The most interesting phase of this story remains to be told. Part II will depict in words and pictures "The Machine Age of Candy Making." From the crude contrivances of a century ago to the ultra modern and complex mechanisms of today is a long and tortuous road. What an inspiring story it makes! And after you have read it you will agree with us that few could have related it more charmingly, more searchingly or with greater finesse than Mr. Gianini. His forthcoming article is a rare and highly valuable contribution to the literature of the industry. Don't fail to read it—Editor.]

### The Candy Industry's Great Gift—Steam

That the advent of steam in the industry was the talisman by which it would be revolutionized, there is no doubt. Is it any wonder that every factory owner of a candy establishment in those days would proudly splash the statement in bold print on all his letterheads: Steam Factory—Usine a vapeur—Fabrica a vapore—Dampf Fabrik?

An old uncle of the writer, who owned and managed a candy factory in Switzerland that was run by water power by means of a large water wheel told him that

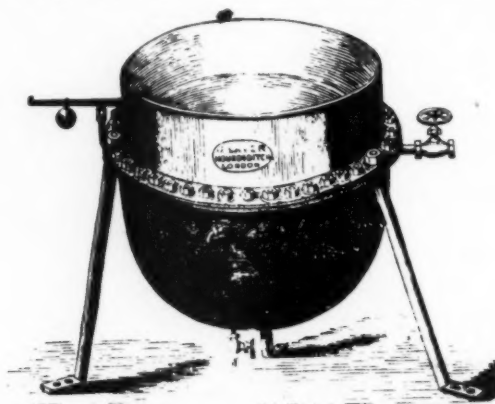


Fig. 6—The original steam kettles were a trifle clumsy at first. Here's an example.

"his dream came true" the day that he was able to shift to steam and print on all his bills a picture of the factory with the towering chimney—"and the smoke coming out of it!"

Steam! Where would we be today without steam? That the candy man had made use of the double boiler or Bain-Marie long before is well known, but it took steam and the steam kettle to revolutionize every branch of the trade. (Figures 5 and 6.)

Besides the steam kettles with and without power stirrers, the drying room, a very important adjunct to gum and marshmallow equipment could only exist on steam. This heat in vapor form, easily applicable, easily controllable, spread like wildfire to every part of the candy factory and lifted its face to new aspects, to new horizons, new worlds to conquer.



# CONVENTION SPECIALS

## SAVAGE IS STILL SAVAGE

ON account of the changing conditions in the candy industry we have accumulated a large assortment of used Confectioners Machinery of all types and makes. The complete overhauling and reconditioning of same has kept our skilled mechanical organization intact and given steady employment, to be at your service when needed.

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### Moulding Department

National Equipment Automatic Steel Mogul, latest type.  
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Richmond Starch Purifier.

### Chocolate Department

National Equipment 16" Enrobers, with Anti-Tailers, Bottoming Attachment, Automatic Feeder, Stringer and Tunnels.  
Savage Chocolate Melters, 200 lbs. to 300 lbs.  
Springfield Chocolate Melters, 300 lbs. to 1,000 lbs.  
Racine Chocolate Melters, 200 lbs. to 600 lbs.  
Rockwell 3-roll Steel Water-Cooled Refiner.  
Bausman Disc Refiner with 2 kettles.  
Springfield 5-roll Refiner.  
Lehman Chaser.  
Lehman Melangeur.  
Lehman Twin Cocoa Mill.

### Cream Department

Ball Cream Beaters, 3' to 7'.  
Dayton 5' Cream Beaters.  
Racine Snow Plow Cream Beater.  
Simplex 5' Cream Beater.  
Werner and Jacculucci Cylinder Cream Beaters.  
Dough Mixers, Single and Double Arm.  
Springfield Cream Coolers, 300 lbs. to 1,000 lbs.  
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# Glancing Backward

*We are given a casual glimpse of the methods, materials and processes of yesterday as compared with those of today*

By DALE G. STEELY

HE real story of the development of an industry is of course the story of the men engaged in it. If the intimate facts concerning candy making and the craftsmen of say fifty years ago were to be related and followed by the changes as they took place along the way from its obscure beginning to the position of a great industry, it would be most interesting. Fifty years ago there was no machinery in the sense that we think of it today. For many years the art of candy making was surrounded by an air of mystery. Confections were formed by hand entirely or with the aid of small and simple hand machines. High skill and much ingenuity were employed. Then confectionery was not for the masses. Some of it was very elaborate and expensive. Such for instance as crystallized fruits and almond paste in fancy moulds, hand decorated and otherwise ornamented. With a few reservations it may be said that only in the larger cities were there any fine confections to be had. Among them one thinks of the beautifully crystallized fruit jellies in every conceivable shape, croquante and burnt almonds. My, how these delectables excited the salivary glands! . . . and why, we wonder, have these latter passed almost out of existence?

## **When the Candy Trade Was Seasonable**

We speak now of the candy business as seasonable. Think of what it was even 35 or 40 years ago! What attracted men to such a trade, or once in it, why did they remain when they knew that a few months' work out of the year was all they could expect? Perhaps the answer is to be found in the appeal it made to the artistic sense; that love of transforming raw materials into something useful or beautiful,—and perhaps, too, there was a fascination in it because of the ideas and customs with which confections were associated.

Who among the older retail candy makers but remember those threadbare days when it was the custom for those that were out of work to foregather in the shop of some more fortunate member of the craft and hold communion? The talk was always of candy. All of the work in town would be reviewed,—how this candy maker did this or how that one something else. A vexing question then was bonbon cream, water killed

and doctored. And the bonbon cream question today is right where it was 40 years ago! Please won't some atom splitting chemist step forth and show us how to make bonbon cream that won't sweat when sealed in a package, nor dry out when left in the open air,—one that will hold its beautiful lustre, like bisque or alabaster?

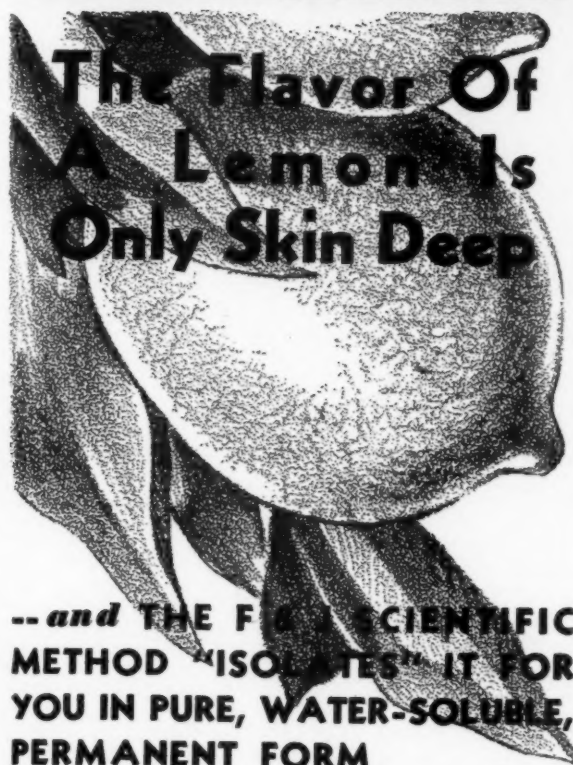
## **Science Important Aid to Candy Art**

Being an art and so bound up with people's tastes is perhaps why confectionery has changed so little during the past 30 or 40 years. It has been improved, but actually very little that is really new has been added to the varieties of that time. Perhaps, too, this is the reason why science has played such a comparatively small part directly in its production. The candy maker guards his methods jealously, fearing the displeasure of his customers. And well he may for of all the hard-boiled, brass-mounted conservatives, the human animal concerning his food is the crankiest. But of this more later.

Indirectly, the contribution of science has been so great that without it, confectionery, as we know it, could never have been evolved. Certainly uniformity is the most important thing in industry,—uniformity of quality and uniformity of cost. This uniformity is only made possible by uniform raw materials and by standardized practices. For quite a number of years we have had standardized sugar, standardized glucose and standardized starches. Science has also given us our colors and flavors. Pectin, invert sugar, invertase and improved egg albumens, vanillin, coumarin and lecithin (one is astounded to find so few!) are among the recent contributions of science. Without it none of our machinery and equipment could have been built,—our thermometers and instruments of precision we would not have. All of this is obvious, of course, and is only mentioned to place in contrast the small part that science plays directly.

This is not the fault of science but only a statement of what seems to be a fact. Some factories today maintain chemical laboratories and place certain processes under laboratory control, but for the most part the chemist is employed in research, scrutinizing phenomena in manufacture and trying to separate constants from variables, and though he is often viewed as

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## GLANCING BACKWARD

a nuisance by the candy makers, he is more than paying his way and some day, who knows what may happen? Speaking dogmatically, the chemist should be given as much ground as he can cover but he must bear in mind that though he improves the appearance of a confection, makes it keep longer and cost less, if the consumer doesn't like it, it's simply too bad.

Fundamental changes in processes have been few. Cooking in vacuum and in continuous cookers, rapid cooling with water circulation or vacuum, and simpler and more direct methods of handling cream centers are perhaps the greatest ones. The most important achievement during the past 50 years has been the bringing of good confections within the reach of the many.

For want of reliable data and unlimited space, nothing more than a superficial outline of the development of the candy industry can be covered in this article. Much that is available is contradictory so far as Time, Place and the Man are concerned.

### Sugar, Glucose, Chocolate

Sugar, even refined sugar, has been with us for years, but the other two main raw materials, glucose and chocolate, came into the picture later. Only within 40 years have these latter items become important. Chocolate, although made in this country for more than 150 years, was used originally in baking and as a beverage.

Glucose got off to a bad start when it came in commercially. All sorts of misinformation was current as to its origin and character, so there was a natural prejudice against it. The candy maker looked upon anything new with suspicion so that it is only recently that glucose has had the needed study and care in its use; where once it was looked upon as a filler or substitute for sugar, it is now recognized as indispensable in some goods of quality—certain hard candies among them. To be sure, the quality of glucose has been much improved.

Viewed from present standards the chocolate drops of 50 years ago were "pretty awful." Cast hot with 5 or 7 nose runners, they came out of starch more or less like bullets. Afterwards, they were coated by hand with chocolate liquor, placed on screens to dry and finally glazed with shellac.

In those days some sweet chocolate was made but it was sold in cake form for household use.

The facts are hard to get at but it appears that the first coatings were made by the more advanced confectioners themselves, gradually to be taken up by chocolate manufacturers and finally to become the chief product of most of them.

### Machines of Early Vintage

Quite naturally hard candy was the first branch of the business to be developed. Its manufacture had reached a comparatively high degree of excellence many years ago but it was the adaptation of the vacuum pan to its manufacture that gave it its first real impetus. This was just about 50 years ago. The revolving pan

and lozenge machine and the art of printing on lozenges came along sometime before. Thought of the latter brings to mind that boon to bashful swains and sweet-hearts, the Conversation Heart. No longer needed, it seems to have taken a more modest place in the field of human affairs, but who knows but that the present day "wise-cracker" is not a by-product of that poetic and artistic branch of the business.

The number of people employed in those early days seems insignificant when compared to those in the industry today. This fact would seem to be a refutation to those who say that machinery throws people out of employment.

Many things and many minds conspired to lift the manufacture of candy out of the primitive into the prominent position in industry that it occupies today. A few machines, back of which, of course, stood their inventors, led or pointed the way to improvement, reduction of cost and wide distribution.

Only for the advent of modern power machinery, candy would still be in the luxury class.

To be of service all things must be timely; modern chocolate coaters for instance, would be of no value without the aid of refrigeration and better means of center production than were in use even less than 50 years ago. Starch work of that time was slow and costly and occupied much space and took a great deal of labor per pound of candy produced.

### Significant Advances

Probably the first giant step towards an industry came with the invention of the depositing machine and starch printer. These were closely followed by the starch buck, or possibly it came first. Then came the combination of the three elements into one machine, the mogul. Now the way was made clear for chocolate dipping machines. Three or four of the basket type followed shortly. All of these machines were of American origin. Later the Enrober came from France. In the meantime, the syrup cooler and cream beater were perfected, the ice-machine in small size units was developed and we had the "makings" of an industry. Greatly reduced costs in production made it possible to sell at large goods that formerly were to be had only in exclusive shops in the larger cities.

The old problem of production was well on the way to solution. Many difficulties in packing and shipping were met and surmounted; many more await the knowledge and ingenuity that it is hoped will eventually obviate them. Among these are chocolate bloom and graying; moth infestation and germination while in the customers' stockrooms and show cases or, let us say, after packing; the chief causes of that much cursed and discussed abuse, returned goods.

Rapid growth made the industry a richer field for producers and purveyors of raw materials. Systematic effort on their part and the work of the National Confectioners' Association, the various allied trades associations and the pure food laws have had a great influence on the quality of raw materials, even affecting producers in the remote lands of the products' origin.



## GLANCING BACKWARD

### What of the Future?

To peer into the future and hazard even a guess as to what it holds for the candy industry would be rash indeed. In attempting this, one thinks at once of such old saws as "History repeats itself," "Judge of the future by the past," "Nothing is so sure as change" or words to that effect.

It seems safe to say, however, that whatever is good in merchandise or in practice will endure, and that which has no merit will disappear. There doesn't seem to be any desperate demand on the part of consumers for anything new. From certain facts it would seem that the opposite is true. This noise and insistent demand for "something new" comes from the middle men who hope to "stimulate sales."

Candy has been improved and candy makers with new light from science no doubt, will further improve it and undoubtedly new delights will be fabricated. Still, how many really new things have come out in say 25 or 30 years?

Tastes in foods and confectionery seem to fall into two classes, those which are cultivated and those which are inherent. Likes and dislikes in food are also natural or racial. There are differences in taste, as everyone knows, even in our own country. If anyone

doubts it let him try to sell black walnuts in New England!

Everywhere people are "turribly sot" in their habits of eating. During the war when the sugar shortage forced candy manufacturers to the use of new materials many new forms of candy were brought out. Among other things carload upon carload of raisins were used. The product went out with no seeming resistance but when the war was over most of the raisins left in manufacturers' stocks had to be disposed of as circumstances permitted and the dear public went joyfully back to its old rations of chocolate covered caramels, nougatines, peppermint, and vanilla creams and their favored hard candies and other old favorites.

Sanity in business will come perhaps even sooner than those who have anxiously worked and hoped for it have dared to expect. Selling goods without a profit through ignorance or desperation or other cause, to the demoralization of the entire industry, must come to an end. Some agency will see that only those factories which surround the worker and product with a wholesome environment will be permitted to engage in the manufacture of a food product.

One sees in some of the recent casualties in the trade the truth of the maxim, "Every evil has within it the germ of its own destruction," and draws what comfort he may from it.

# PERFECT MARSHMALLOWS!

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Gelatin.

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that SUPERWHIP is made so  
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of the finest of marshmallows  
every time!

# Swift's SUPERWHIP Gelatin



# The Evolution of the Transparent Package

*.... In which we summarize the events that have lead to the present era of transparent packaging ....*

By R. W. WILMER

**A** STORY of packaging lacking generous mention of what we term visible or transparent packaging would hardly be complete. Without denying credit to the present generation for the great heights of popularity to which visible packaging has attained in recent years, it must be truthfully stated that its creation belongs to a much earlier age.

Nature fabricated the first substances possessing characteristics of visibility. Certain kinds of quartz, mica, and various other mineral and crystalline substances had this quality, but from the standpoint of packaging, its earliest application probably came some time after the advent of glass. To whom credit for the invention of glass should be given is still an unsettled question. The honor has been contested by several nations, but, inasmuch as the oldest known specimens of man-made glass were the products of Egyptian craftsmen, its discovery can be attributed in all probability to the Egyptians.

## The First Glass Maker

Actually Nature got in her handiwork and produced glass in various forms long before man fathomed the secret of glass making. Substances such as vitreous lava, obsidian and even pitchstone, all of volcanic origin, are actually glass formations. They are sometimes described as volcanic glass. The mere fact, however, that Nature had the jump on man, discredits in no way the smart old Egyptian who first discovered

a method of producing crude glass from the desert sands.

With the growth of civilization, knowledge of the art of glass making radiated from its place of origin, to neighboring countries and ultimately, through itinerant artisans in the craft, became known the world over. Its use in the bottling of perfumes, drugs, precious oils, ointments, etc., distinguishes it as the first transparent packaging material to be practically applied as such.

## Glass Jars for Bulk Candy Display

Just when and by whom the first glass containers were used cannot be stated. It can be said, however, that their initial use was for the display of bulk candies, an idea taken, no doubt, from the old apothecary shops where row upon row of carefully labeled glass jars lined the shelves and shone down impressively upon all who entered. Their use in this capacity is probably as old as candy retailing itself. Later on some smart gentleman probably had the bright idea of using smaller jars, using these as miniature display units and selling them along with purchases of candy—possibly the first re-use container idea. In this way the glass candy package evolved. It has long been with us and its future is secure so long as no other rigid transparent material is brought to light.

Some centuries later other transparent materials appeared. Isinglass (not to be confused with mineral mica), a variety of gelatin procured from the air blad-

## EVOLUTION OF PACKAGING

ders of certain fishes, came originally from Russia. One variety, known as transparent or refined isinglass, might have had possibilities in the field of packaging, but whether it was because of certain unsuitable physical characteristics (fishy odor, insufficient flexibility, etc.) or because of its too high cost, or whether it was simply a failure to recognize in this substance a possible packaging material possessing one inherent advantage, that of transparency, is not precisely known. The fact is, isinglass found little, if any, application in this direction.

In 1855, a Welshman by the name of Parkes produced a substance derived from pyroxylin and intended to replace India rubber, guttapercha. This was given the name *parkesine*. Fourteen years later, in 1869, modern celluloid was invented and patented in America by the Hyatt Brothers (of roller-bearing fame) of Newark, N. J. At the time, incidentally, John W. Hyatt, the discoverer, was in search of a material suitable for a perfect billiard ball to replace the expensive ivory article.

These were a few of the preliminary steps which later led to broader studies of cellulose and cellulose derivatives and ultimately to the transparent materials which have so revolutionized our ideas about packaging and merchandising.

### The Beginning of Transparent Cellulose

The first transparent cellulose was that produced in 1889 by George Eastman for use as a photographic film. (Mr. Eastman's product was cellulose nitrate. In 1907 the Eastman Kodak Company commenced experimenting with cellulose acetate and became the first to manufacture this material in the United States. This company's transparent cellulose acetate packaging material bears the trade name Kodapak. Cellophane is cellulose hydrate.)

The real beginning of the transparent cellulose used in packaging came in 1900. As with many important achievements, its discovery resulted from experiments pointed in a far different direction. J. E. Brandenberger, a Swiss chemist, then about 28, employed in a textile factory in France, had an idea he could make a cloth that would be impervious to dirt, providing he could devise some means of coating the cloth with a minute film of cellulose. His first experiments produced a smooth, lustrous fabric, but one that was too stiff for practical purposes. He then tried making a very thin sheeting of viscose, with the intention of joining it to the surface of the cloth. This experiment was, in its original purpose a failure, too, but in another respect it was a huge success, for what Chemist Brandenberger had produced in his attempt to solve the dirty cloth problem was a thin, transparent sheet of solidified viscose, later to be known the world over as cellophane.

One of the drawbacks to this new material was its cost of production. It was so expensive, in fact, that only the most luxurious and costly items of merchandise could bear the expense. For that reason, its

early application as a wrapping material was comparatively limited.

In the meantime a clear, transparent gelatin sheeting had appeared on the market. This material possessed qualities which, for purposes of packaging, were superior to anything available in this country then, but old timers in the paper trades recall it as a specialty for which they found very little demand.

### The First Transparently Wrapped Candy

But about 1908, one forward looking candy manufacturer, Mr. Charles G. Guth, now President of Loft's, Inc., but then operating the Chocolate Products Company of Baltimore, saw real possibilities for the use of this transparent gelatin sheet as a candy box wrap. He thereupon introduced what was not only the first box of candy to have a transparent wrapper, but also the first \$1.50 lb. box put up for wholesale distribution. The package made a hit. Immediately other manufacturers followed suit, notably Lowney, the first candy manufacturer to claim national distribution of a candy product.

It must be stated truthfully that the transparent sheet gelatin of 1908 was not a particularly satisfactory substance with which to clothe a box of candy. It cracked easily and undoubtedly caused manufacturers, wholesalers and retailers alike no end of trouble. Still it was the best thing this country had to offer in the way of a transparent wrapping at the time. And the fact that a pound of candy wrapped in this material could attract customers willing to pay \$1.50 per pound in those days of cautious spending presaged wonders for the merchandising possibilities of transparently wrapped merchandise.

### La Cellophane in America

Then along about 1911 Mr. Franz Euler obtained from the French manufacturers exclusive North American sales and distribution rights to the Brandenberger product. Thus for the first time it became commercially available in this country.

In those days it was sold by the running yard from rolls like cloth. Sixteen cents per yard was considered a fair price at that time. It was produced in various grades and each grade bore some distinguishing name which identified it in most cases with the special quality emphasized in that particular grade. The Eulers, father and son, realized that, in the United States especially, this transparent material could be best merchandised by giving it one distinctive name and referring to it as such in all correspondence, advertising, etc. The name which best described the product's most important characteristic, that of transparency, was La Cellophane. This name was selected and registered by Franz Euler & Company just twenty-one years ago on May 11, 1912.

### First Users

The first shipment destined for candy packaging went to the Stephen F. Whitman Company of Philadelphia. It was discolored and spotty and consequently not particularly suitable for the purpose to which it was

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to be put. Other more satisfactory shipments were made and finally the first Cellophane-wrapped Whitman packages put in their appearance. Other manufacturers took to it—Morse of Chicago, Woodward of Council Bluffs, Iowa, D. J. O'Brien of Omaha, Sweet Candy Company of Salt Lake City, W. C. Nevin of Denver, Bishop and Christopher on the coast—to mention but a few.

Then about 1913 Lovell & Covel of Cambridge, Mass., introduced the first small unit package to be wrapped in Cellophane and sold in a big way. This consisted of fine wrapped caramels put up much like the Cellophane-wrapped boat packages of today. But the sale of this item was restricted when the war cut off the source of Cellophane's supply.

### The Turning Point

In 1919, Cellophane became available once more in America. The agency now was held by Birn & Wachenheim. In 1923, however, a decided turn in the affairs of Cellophane took place. A deal was made with E. I. duPont de Nemours who purchased the exclusive North American rights to the Brandenberger process. Birn & Wachenheim thereupon began importing a Belgian product known as Fenestra. This material was practically identical with Cellophane and was made by a process known as the Mueller Process.

The following year (1924) at Buffalo, N. Y., the first Cellophane sheet was produced commercially in the country. From that time began an enthusiastic and energetic campaign for the exploitation of Cellophane which was ultimately to change the packaging concept of nearly every industry whose products lent themselves to this mode of packaging. (Up to this time plain and fancy foils, glassine and other opaque, semi-opaque or waxed papers, cardboards and glass were the principal materials used in the packaging of

candy, even though Cellophane had, by this time, been in use for 11 or 12 years.)

One of the first industries to use this type of wrap extensively was the candy industry, and according to available records, its pioneer user, the Stephen F. Whitman Company, again led the field and became the duPont Cellophane Company's first big account.

### The Advent of Printed Transparent Bar Wrappers

It was in 1926 that the Milwaukee Printing Company, sensing the possibilities for a general use of Cellophane for candy and similar products, began experimenting in the production of bar wraps. The first two large orders for printed Cellophane candy wrappers were given by the Geo. Ziegler Company of Milwaukee and the Bonita Candy Company of Fond du Lac, Wisconsin. This, however, was not the first Cellophane printing; Chausse Proudhomme of Portland, Oregon, had succeeded in producing some very beautiful results six years earlier.

But in those days the printing of Cellophane was a costly operation and many were the mechanical problems that had to be overcome. In order to guide a sheet through the press successfully, the assistance of eight people was required, where for ordinary printing two would suffice.

There was no background for this work. Every phase of it had to be worked out from scratch. New methods of production had to be evolved. New ink formulas were required. It was a new art requiring an almost complete change of technique.

It was not until the introduction of slip-sheet printing that the successful operation of Cellophane through the printing press was reduced to a practical commercial basis. (Slip-sheeting involves the placing of a sheet of opaque paper in back of the Cellophane which acts as a support for it while running through the press

La Cellophane on display in Paris twenty years ago. Judging from the numerous samples, it was a pretty healthy industry even then. This photo, loaned by Mr. Euler, whose father's company, Franz Euler & Company, was the first distributor of Cellophane in this country.





# WHITMAN INCREASES SALES

THROUGH 5c "PICK-UP"  
ITEMS IN CELLOPHANE



STEPHEN F. WHITMAN & SON, INC., of Philadelphia, were one of the very first manufacturers to use Cellophane. For many years they found this sparkling wrap stimulated sales of boxed units.

Recently, in step with the growing trend, they introduced their high-quality chocolates in 5c "pick-up" packages wrapped in transparent Cellophane. And now, based upon the favorable reception of these units by dealers and consumers, their new 5c summer line will also appear in Cellophane. In their own words:

*"Our experimental sale of a few items in Cellophane was successful enough to justify the addition of many other varieties.*

*"The appetizing appearance of the candy speaks for itself through the Cellophane."*

Other keen manufacturers have found that one sure way of getting maximum summer business is with these tempting, visible units. Can we assist you in packaging a line of these popular nickel "pick-up" items? Write for suggestions—and a copy of "Added Proof," a story of Cellophane's success at retail counters. Du Pont Cellophane Company, Inc., Empire State Building, New York City.

**Cellophane**  
TRADE MARK  
"Cellophane" is the registered trade-mark  
of the Du Pont Cellophane Company, Inc.



## EVOLUTION OF PACKAGING

and at the same time prevents offsetting of sheets against one another in the stack. It simply makes possible the attainment of speeds necessary for economical operation of the press.)

### High Price Bars General Use

It was evident by this time that in order to gain general usage the price of Cellophane would have to come down. Reductions followed. Other large industries began to see advantages in transparent wrappings. More manufacturers of 5 and 10-cent candies began to use it. Charms, Geo. H. Fritz, Euclid and others adopted it. Eventually every manufacturer of importance was relying upon this "new" packaging material to help merchandise their goods.

In the meantime (1927) Dr. William H. Charch of the Cellophane laboratory had worked out a method of moistureproofing Cellophane. This advance considerably widened its usefulness, especially in the sweet foods field. And as its usefulness increased, new types of packages were evolved. A Cincinnati firm, the Newton Products Company, brought out its Cellophane Boat package. Variations of this type package which afforded rigidity, excellent protection, visibility and display, have been numerous.

The Revelation wrap, which consists of a strip of Cellophane glued edgewise between two sheets of opaque paper such as glassine, was invented and first used by the Allen Qualle Candy Company. Its subsequent development and popularity are due chiefly to its licensee, the Millprint Products Corporation and to its practical advantages of durability, economy and security of wrap.

### Competition—Lower Prices

In 1929, Birn & Wachenheim lost a decision in the customs court which made further importation of the Belgian Fenestra out of the question. The Sylvania Industrial Corporation was organized, bought the North American rights to the Mueller process and began the construction of a plant at Fredericksburg, Va., which was subsequently to turn out the first American-made competitor of Cellophane, namely Slyphrap. This company's entry into the field tended to create a healthy competitive condition which resulted in further price reductions with consequent widened markets.

### Transparent Bags Appear

That same year, 1929, the first machine-made transparent bags appeared. The Franklin Coffee Company of Columbus, Ohio, has the distinction of being the first commercial user. Their order was supplied by the Dobeckmun Company of Cleveland, Ohio; the bags were used for packaging 1-lb. units of hard candies.

About the same time, the Kelly Peanut Company of Cleveland received orders for 100,000 lbs. of peanuts to be put up in transparent bags. They were not entirely satisfied that a single bag would prove satisfactory, so after much discussion it was decided to use two bags, one plain and the other moisture-proof, putting one within the other to form a duplex bag which

would be strong enough to stand up under the rigors of handling in shipping, and also cold weather brittleness.

Later the same year the E. J. Brach Company of Chicago began to use a somewhat similar duplex bag for their Christmas trade. These pioneering ventures had a decided influence upon the merchandising of bulk candies. A further contribution to this changing trend was the development in 1930, by the Dobeckmun Company, of a machine which could produce a duplex bag by combining the two layers of Cellophane during a process of fabrication.

One of the greatest difficulties encountered by those using the existing materials was in securing a satisfactory seal. This was particularly true of the moistureproof material. It was found after much experimentation that the use of a label with a high quality adhesive and a moistening agent which would break down the moistureproof coating, could be satisfactorily used. Subsequently, special adhesives and transparent adhesive tapes were developed which greatly facilitated this phase of transparent packaging. The Minnesota Mining & Manufacturing Company of St. Paul, Minnesota, and the National Adhesives Company of New York were among those who contributed greatly to the solution of these problems.

One other phase of transparent packaging which has not been touched upon, but which has assuredly been an important factor in making possible its extensive use, and that is the development of automatic methods of packing and wrapping candies of nearly every variety in transparent cellulose. It is no exaggeration to say that during its infancy some of these problems seemed well nigh insurmountable; and it is indeed a credit to the ingenuity and resourcefulness of the packaging engineers who worked on these problems that they have been successfully overcome.

### What Will Be Its Destiny?

Change is eternal, and so the story of packaging will continue to record new developments. What the eventual evolution of the transparent package will be we cannot say. In reviewing its dramatic rise to popularity and universal acceptance, it seems almost as though its peak must have been attained. But can this be truly stated so long as human skill and inventiveness persist, continuing to give us new materials with which to work and at the same time improving upon the old? Surely the peak will not be reached until that day when the various producers of transparent materials shall fail to whet our appetites with better materials and more alluring applications of *their* merchandise to *ours*. There may be varying tendencies toward rigid or semi-rigid transparent materials or to combinations of transparent and semi-transparent substances, but visibility in packaging has proven itself too great a merchandising asset to lose its hold on an industry whose product is so dependent upon sight appeal for sales and whose leaders are steadily gaining in merchandising mindedness.

# The N. C. A. Reaches Fifty

*A Brief History of Association  
Activities in the Candy Industry*



By **WALTER C. HUGHES**  
*Counsel to the Members and  
Former N. C. A. Secretary*



The first President of the N. C. A., Mr. R. P. Pattison of M. E. Page & Company of Chicago.

**I**T is very generally known in the candy industry that the National Confectioners' Association of the United States was organized at a meeting of forward-looking candy manufacturers in the Palmer House, Chicago, on April 23, 24, 1884.

Not many know that this meeting was not the result of a momentary impulse but was the result of the accumulation of trade sentiment which had been developing for many years, that there should be a National Association representing the entire trade throughout the United States.

Local associations had been organized from time to time which, while assuming names that implied they were national in scope, were nevertheless concerned only with the interests of comparatively small local groups and were in no sense representative of the entire industry. All of these early associations were short lived.

Such an association, The United States Association of the Manufacturing Confectioners, was organized in New York City and held its first convention in the Astor House on July 27, 28, 1876.

This Association attracted a great deal of attention not only in the candy industry but also in other industries throughout the United States. It was, so far as known, the first general meeting of the candy trade and one of the first, if not the first, successful efforts to organize a trade association in any industry.

A similar effort was made by the candy manufacturers in Cincinnati when on January 16, 1884, they organized the National Candy Manufacturers Association of Cincinnati which included manufacturers from practically all of the Central States.

## Candy Manufacturers Organized

The Chicago manufacturers, with characteristic energy and not to be outdone by their New York and Cincinnati brethren, held a meeting in Chicago on February 7, 1884, when plans were discussed for organizing an association and on account of the very great interest manifested at that meeting another meeting was held on February 11, 1884, when the Candy Manufacturers Association of the City of Chicago was organized.

At a meeting of that Association in the Palmer House, Chicago, on February 18, 1884, the following resolution was adopted:

**"RESOLVED,** That this association through its Secretary extend an invitation to all manufacturing confectioners in the United States to meet in convention to be held in the City of Chicago on Wednesday, the 23rd of April, 1884, for the purpose of forming a "National Manufacturing Confectionery Association"; the adoption of a uniform method of transacting business, and the discussion of any matters pertaining to the good of the confectionery trade."

The officers of the Cincinnati Association were very largely responsible for the calling of the first Chicago meetings. They made a trip to Chicago very soon after



## N. C. A. REACHES FIFTY

the organization of the Cincinnati Association and urged the Chicago manufacturers to take similar action.

Mr. Jacob Buss, President of the National Confectioners' Association at the annual banquet in the Southern Hotel, St. Louis, Missouri, on May 6, 1891, in response to the toast—there were honest-to-goodness toasts in those days—"Our Association" said:

"For was it not through the efforts of a small delegation from Cincinnati, of whom I was one, and a still smaller contingent from Indianapolis that went to Chicago to form a local organization to assist in sustaining progress that the idea of a National Confectioners' Association was originated? What a time we had getting Chicago confectioners to go, how suspicious they were of each other, each suspected the other of having evil designs upon his trade! We finally, after great effort, succeeded in getting them into a room in the Palmer House and introduced them to each other and after a little while confidence was inspired and they found their competitors were not such bad fellows socially after all, if they did try to cut each others' throats in business. A local association was formed and finally like Chicagoans they decided to call a meeting of all the confectioners of the United States which they did in 1884 and a National Confectioners' Association was the result."

Pursuant to the resolution adopted by the Chicago Association on February 18, 1884, a meeting was held in the Palmer House on April 23 and 24, 1884, when the National Confectioners' Association of the United States was organized.

The meeting was called to order by Mr. George Brooks of Brooks & Haehnlen, of Chicago, who suggested that a temporary chairman be nominated.

That honor was conferred on Mr. R. P. Pattison, M. E. Page & Company, Chicago, who at a later session was nominated and elected as the first President of the National Confectioners' Association.

It will be of special interest to the readers of THE MANUFACTURING CONFECTIONER on the occasion of the 50th Anniversary of the National Confectioners' Association to know who were the first officers and members of the Executive Committee:

R. P. Pattison.....	President
M. E. Page & Co., Chicago	
D. D. Thorp.....	First Vice-President
Thorp, Hawley & Co., Detroit	
R. H. Moses.....	Second Vice-President
A. Slauson & Co., New York	
Martin Dawson.....	Secretary
Chicago	
A. J. Moody.....	Treasurer
Wright & Moody, Boston	
Geo. C. Webster, Daggett & Co.....	Indianapolis
Frank Sibley, Sibley & Holmwood.....	Buffalo
J. D. Reinhart, Reinhart & Newton.....	Cincinnati
Otto Von Bories, Wm. Ehrman & Co.....	Louisville

Chas. B. Miller, Geo. Miller & Son.....Philadelphia  
Jacob Fernekes, J. Fernekes & Bro.....Milwaukee  
Louis G. Hymers, Flohr, Hymers & Co.....St. Louis

### Industrial House Cleaning

That the industry needed a thorough house cleaning was evidenced by the fact that for many years industrial leaders realized that the greatest menace to the industry was the more or less general use of certain types of adulterants and impure colors.

Mr. Pattison in his opening address stressed this serious condition when he said:

"Another matter which I think will be brought before this convention and decisive action taken against is the adulteration and manufacture of No. 2 goods. It is certainly true that it should be discontinued altogether. While all of us may plead guilty to having manufactured this class of goods, not one of us, I presume, will deny that it has been an injury to the business and any concern following it is working an injury not only to his own trade but to the general confectionery trade of the country and certainly is not laboring to increase the consumption of the goods. Let us improve the quality of our goods and adopt such rules if possible as will prevent ruinous competition."

Two committees were appointed to draft the constitution and by-laws which were subsequently adopted and

signed by 66 of the firms in attendance. They were all candy manufacturers. Chocolate and chewing gum manufacturers were not admitted to membership, and there was no provision for associate members.

The object and purpose of the Association was set forth in the second article of the constitution:

"The object of the association shall be to promote a more harmonious feeling among the confectioners of the United States to advance the standard of our goods, and to take such general and united action as may be considered to the mutual advantage of the confectionery trade."

Some of the manufacturers who attended that meeting were evidently ambitious to correct all evils of the industry without further delay as was evidenced by the following resolution introduced by Mr. George C. Webster, Daggett & Company, Indianapolis, Ind., which after a spirited debate was defeated by a close vote:

"It is the ultimate purpose of this association to correct and right all the wrongs that now beset the wholesale confectionery trade, by establishing and maintaining a uniform scale of prices and a uniform method of transacting business to the end that pure goods may be manufactured and sold at ruling rates without loss to the manufacturer."

Mr. Rueckheim Only Living Charter Member

Mr. Frederick W. Rueckheim, The Cracker Jack Company, Chicago, has the distinction of being the only



Mr. Frederick W. Rueckheim, who has the distinction of being the only Charter Member of the Association now living. During the years 1892, '96, '97 and '98 he served as a member of the Executive Committee.



charter member now living. His many friends will hope to have the privilege of meeting him at the 50th Convention and according him a fitting tribute which he so richly deserves.

Mr. Rueckheim served as a member of the Executive Committee 1892-1896-1897 and 1898.

### Getting Rid of the Jonah

The young Association had hard sledding during the first few years of its existence. Only through the courage, vision and faith of the leaders of the industry was it kept alive.

Strong difference of opinion developed on policies and control and particularly in the use of certain types of adulterants. The majority opinion was that so-called No. 2 goods should be discontinued.

At the second convention held in Philadelphia on April 8, 1885, President Pattison in his address said:

"Let manufacturers understand that we are determined to stop adulteration whether they join this Association or not; that if they will not discontinue it on request we will at once commence to publish them as generally as possible and continue the warfare until the fact of their manufacturing injurious goods is well advertised and their trade ruined. This Association has the power to completely stop this devilish work and as I said before is bound to do it or acknowledge that there is no strength in our union."

The Association immediately began to take an active interest in the passage of pure candy laws in the various states. A Model Pure Candy Law was drafted and offered for introduction in the various states which did not have pure candy laws or pure food laws. Very few at that time had such laws.

Prior to the organization of the N. C. A. several individual manufacturers had given special attention to the enactment of pure food and pure candy laws in the states in which they were located.

Kentucky was the first state to enact such a law in 1873, followed with similar laws by Illinois in 1874, Wisconsin 1879, New York 1881, Iowa and Massachusetts 1882, New Jersey 1883, Ohio 1884.

The pure food and candy laws which were enacted by Idaho, Pennsylvania, Tennessee and Michigan in 1887 and Kansas in 1889 were due entirely to the efforts of the Executive Committee of the N. C. A.

The Federal Pure Food and Drugs Act, 1906, was practically the same as the New York Pure Food Law enacted in 1881.

The Executive Committee attended the Pure Food Convention held in Washington, D. C., on January 19, 1888.

At this convention the drafting of a Pure Food Bill was discussed. The Executive Committee prepared an amendment to the proposed Bill which safeguarded the interests of the candy manufacturers and which was incorporated in the Bill as finally enacted into law. This law applied only to the District of Columbia. It was not until 18 years later that the Pure Food and Drugs Act effective throughout the United States was passed by Congress.

### Keeping Out Foreign Competition

The tariff first received the attention of the Association when the so-called "Mills Bill" was discussed at the 1888 convention.

The tariff rates on candy at that time were 5c per pound on uncolored candy; 10c per pound on colored candy and 50% ad valorem on candy valued at more than 30c per pound.

The Mills Bill contained an import duty of 40% ad valorem. The candy manufacturers contended that the rate was too low and that it should be at least 10% higher inasmuch as foreign competition was almost entirely on low priced candies.

It is an interesting coincidence that 25 years later the Association advocated a 50% ad valorem rate and that the rate enacted into law was 40% which is the present rate.

In this connection it is especially interesting to know that the Tariff Act of 1794 contained a rate of 5% ad valorem on "Sugar Candy" which was understood to mean Rock Candy. At that far off day very few kinds of candy were manufactured.

### Blowing Your Own Horn

At the 1886 convention a recommendation was made by the Special Committee of Seven to print 100,000 copies of the condensed record of the proceedings of that convention, "setting forth in full all new legislation and that each member should receive 500 copies for general distribution."

This recommendation was adopted by that convention but no action taken relative thereto for the reason that matters of greater importance to the industry demanded attention.

The purpose of the distribution of the copies as stated in the discussion relative thereto was to "favorably influence public opinion and increase the consumption of candy."

The matter was brought up again at the 1888 convention by Mr. R. H. Moses and it was decided that instead of distributing copies of the condensed record of the proceedings of the 1886 convention that a circular be prepared setting forth the principal objects of the Association, a brief account of its development, the desire of the Association "to cooperate with the Boards of Health throughout the country" and a general statement that "no class of manufactured goods offered for public consumption is so entirely free from adulteration as candy" and that "50,000 copies be ordered and mailed to the active members for general circulation."

At the 1894 convention the sum of \$800 was appropriated to be expended in an advertising campaign in the cities of New York and Chicago.

Certainly a very modest beginning, considerably less than the proverbial drop in the bucket.

Under the direction of Mr. R. H. Moses, \$385.00 was spent in New York and under the direction of Mr. Martin Dawson, \$354.25 was spent in Chicago.

That these modest expenditures accomplished no appreciable good was to be expected.

## N. C. A. REACHES FIFTY



Walter C. Hughes, author of the accompanying review of the National Confectioners' Association activities during the past half century. As secretary of the N. C. A. for 20 years, Mr. Hughes is recognized as most intimately acquainted with its part in the development and progress of the industry.

The next move in the line of general publicity was initiated at the 1916 convention by the adoption of a resolution designating the second Sunday in October in each year as "Candy Day." It was observed that year in a fitting manner through the distribution by the Association of several million window trims, show cards, mailing inserts, poster stamps, etc.

Candy Day was not observed in 1917 nor in 1918 on account of the critical conditions confronting the industry due to the World War.

In the early part of 1917 the Executive Committee authorized me to prepare a plan for an educational motion picture showing interesting scenes in what might be called an ideal candy factory, the purpose being to educate the public and develop favorable public opinion.

The details were completed the latter part of that year but on account of war developments the project was abandoned.

At the 1919 convention a resolution was adopted establishing a Nation-Wide Candy Week instead of a Candy Day.

This resolution was the result of a very general opinion in the industry that the expense and work incidental to a single Candy Day would be out of proportion to the benefits derived therefrom and that it would be far more beneficial if relatively the same amount of time and effort were expended on an entire week.

Critical sugar conditions developed in 1919 and 1920, especially the latter, when a sugar panic prevailed and on that account nothing was done in those two years relative to Candy Week.

A National advertising campaign was discussed at the 1917 convention. The Executive Committee was authorized to send a referendum to the members to find out whether they approved and would contribute to the expense. The result was not encouraging and the idea was abandoned.

### Trade Slogan Adopted

At the 1921 convention I submitted a detailed report on advertising campaigns of other industries and recommended that a similar campaign be undertaken by the candy industry and that a trade slogan should be adopted.

An Advertising Committee was appointed and Mr. L. W. Wheelock was selected as Chairman. The Committee submitted a report to the Executive Committee on November 16, 1921. At that meeting Mr. V. L. Price recommended the adoption of the slogan—*Everybody Likes Candy*—and that a Publicity Committee should be appointed and plan the method and details of introducing the slogan and securing the co-operation of the members in its introduction and use.

Mr. Price was appointed Chairman of that Committee. Under his direction the opportunity to increase the sales of candy on special days, such as Mothers' Day, Thanksgiving, etc., was emphasized and splendid results obtained.

At the 1925 convention a resolution was adopted authorizing the Executive Committee to prepare a plan for a National advertising campaign to be submitted to the membership.

Such a plan was prepared and adopted by the Executive Committee in November, 1925, and submitted to the membership and later put into operation.

Mr. George H. Williamson was appointed Chairman of the Advertising Committee, which position he has held continuously since that date. The other two members of the Committee, Mr. A. M. Kelly and Mr. W. C. Dickmeyer, have continued to serve on that Committee since their first appointment.

Under the direction of this Committee and with the approval of the Executive Committee, a three-year campaign was undertaken.

During that period approximately One Million Dollars was expended in various types of National advertising.

The campaign was subsequently extended for another three-year period, but the amount subscribed this time was less than one-third of the amount subscribed for the first three-year period.

Mr. Williamson and his Committee deserve great credit for their work in behalf of the industry.

### The Story of Candy

When I first was elected Secretary in 1912 I wrote a booklet entitled, "The Food Value of Candy." It contained authoritative information relative to the food value of various types of candies and the food values of the raw materials used in making such types and comparisons with the food values of various kinds of staple foods.

## N. C. A. REACHES FIFTY

In 1926 I revised and enlarged the book by incorporating therein new material including a brief history of the candy industry and authoritative opinions of well known medical and scientific men on dietical questions and the value of candy as a food.

The revised edition was published as "The Story of Candy."

Several million copies of these booklets have been distributed. Copies have been mailed to State Food Officials, to newspapers, magazines, and other publications.

"The Story of Candy" has been adopted as an industrial textbook by a number of High Schools and Colleges. Requests for copies are frequently received from such educational institutions.

One large manufacturer gives a copy as a premium with a certain number of package inserts. These books unquestionably have been of great benefit to the industry and the means of correcting many false impressions relative to candy as a food.

I will not attempt in a short article of this character to cover even briefly the many activities of the N. C. A. in behalf of its members and the candy industry at large. They include a very wide range of subjects of every possible character of direct interest to candy manufacturers.

However, a brief reference to some of the most important activities is advisable.

### Paying the Fiddler

During the World War period the N. C. A. was actively concerned with matters pertaining to the excise tax which had been imposed on candy by the War Revenue Act.

In the beginning when such a tax was discussed in Congress the Association opposed it but later the leaders of the industry realized that the candy industry could not expect to be entirely free from the payment of such a tax and the Association's efforts were confined almost entirely to holding the tax down to a reasonable percentage.

The first proposal was to tax the manufacturers 10 per cent on their sales. This proposition was vigorously opposed by the N. C. A. with the result that the tax was cut down to 5 per cent and at that rate became effective on February 26, 1919.

Through the efforts of the N. C. A. the tax was reduced to 3 per cent, which became effective on July 1, 1922.

Strenuous efforts were later made to bring about a repeal of the 3 per cent tax, which was finally accomplished and on July 3, 1924, the date the repeal became effective, the candy industry was free from an excise tax for the first time in 5 years.

Although vigorously opposed, the Revenue Act of 1932 contains a 2 per cent excise tax on the candy manufacturers' sales. This is an unfair tax for the reason that there are many competitive products which are not taxed. A tax to be fair should apply to all products of the same general class uniformly. A determined effort will be made when the matter is brought

up again in Congress to bring about the repeal of this tax.

### Candy Helps Win the War

During the World War I had the honor of serving as a member of the Food Administration and was in charge of sugar distribution to manufacturers.

I had been requested to accept this responsibility by Mr. Herbert Hoover, Food Administrator, and Mr. George C. Rolph, the head of the Sugar Division of the Food Administration.

Many problems of great interest to the candy industry came up in connection with the usage of sugar.

When the Food Administration was first organized there was no authoritative information relative to the sugar usage of various industries.

There was a more or less general impression prevalent in the Administration that the candy industry used quite a large percentage of the sugar being used for manufacturing purposes.

I told Mr. Hoover and Mr. Rolph at that time that in my opinion the candy industry did not use over 10 per cent. It was their idea that the industry used at least 20 or 25 per cent.

We immediately set about to collect information relative to the sugar usage of various industries and found that the candy industry used only 8 per cent. This brought about a more favorable attitude towards the industry and was the means of preventing burdensome restrictions being placed upon the industry. At one time an order was issued by the Administration to refiners and distributors of sugar, not to sell candy manufacturers, but I succeeded in showing Mr. Hoover and Mr. Rolph that this would work a great injustice to the industry, accomplish no good result, and be very unfair, and the order was rescinded before it actually became effective.

It was not at first realized that the "boys over there" were hungry for candy and that candy would contribute to their comfort and piece of mind to a very great extent.

When this fact was borne home to the people of the United States various organizations made definite plans for the purchase and distribution of candy to the boys on the Western Front. The Quarter-Master's Department of the Army purchased many millions of pounds of various types of candy.

I think it may be safely said that candy contributed to no small degree to the comfort and piece of mind of many millions of soldiers who served during the World War.

### Keeping Off the Other Fellow's Toes

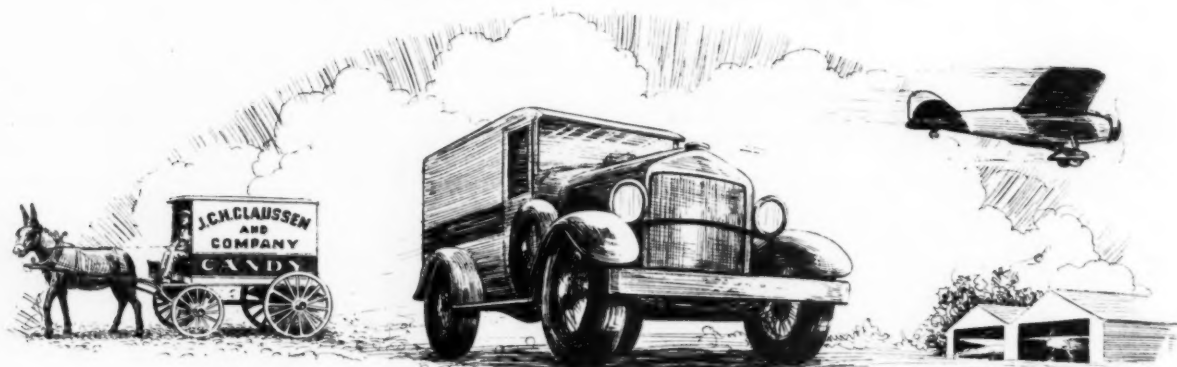
One of the most important services rendered to the members of the N. C. A. and unquestionably of great benefit to them, is the Trade Mark Service and Information which they receive in the Trade Mark Bulletins and from other sources which are available.

I personally know that in a large number of cases this information has been the means of saving various

*(Continued on page 69)*



# Candy Distribution



## Yesterday . . . Today . . . Tomorrow

*An important subject, a timely  
subject and an interesting subject  
. . . ably discussed*

By NEVIN I. GAGE  
*Editor, The Confectionery Buyer*

**W**HAT has happened in candy distribution during the past hundred years? A glance backward reveals a century of progress amazing in its development. The appraising eye sees the establishment of a remarkable foundation in this industry's story of yesterday, and—viewed in that light—encouragement and great possibilities in the fundamental trends of today and tomorrow.

A full discussion of confectionery marketing, its past, present, and future, would require no less than a book to do it justice. With the present limited space, however, we must be confined to but a sketch of this vitally important phase of the industry's activity. We shall touch briefly upon its many ramifications but we shall try to make our sketch as comprehensive as possible.

### Candy Distribution Yesterday

Get this picture of your country one hundred years ago, in 1833: The United States was in the midst of its pioneer and expansion period. Its western boundaries were the Ohio and Mississippi Valleys. Indians were largely in possession of the West. Covered wagons were starting to creep their way over the Oregon Trail. Travel in the states was by stage coach, canal boat, the newly-developed steamer (1818), and the early railroads. (Philadelphia in 1840 boasted of

a train to the South which traveled at the average speed of twelve miles an hour.)

The population of the nation in 1830 was 12,866,020 (today 120,000,000). Andrew Jackson was President. People lived in scattered farms and small but fast-growing towns. The factory system was just beginning in earnest. It was the transition period from "home-made" clothes to factory-made articles bought from the stores. This was in the days when debtors were imprisoned and creditors had to pay for their keep. In 1833 approximately 75,000 persons in the United States were imprisoned for debt. The ten years between 1850 and 1860 were a period of rapid commercial development. From then on for a generation manufacturers were busy solving ways and means of producing for markets that existed or could be easily created.

Among the early confectionery manufacturers was Stephen F. Whitman, who began his business in 1842 in a little kitchen in Philadelphia. Others who helped make candy history were Henry Maillard (1848), Hawley & Hoops (1875) and Henry Heide of New York; Chase & Co. (1847) of the three firms that later formed the New England Confectionery Co. (Chase, Fobes & Hayward, and Woodward), and Schrafft (1861) of Boston; Puckhaber Brothers (1854, Charleston, S. C.; Reymer & Brothers (1861), Pittsburgh; P.



In about 1890 wooden pails were introduced, according to Walter C. Hughes, 20 years secretary of the N. C. A. J. H. Hart, for many years with the P. Echert Co., Cincinnati, is supposed to be the man who first introduced the wood pails for shipping. Up till then they had been used mostly as water buckets and by the farmers for various purposes—but not for human food. When a pail manufacturer suggested wooden pails for candy, Mr. Hart was reluctant to try

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## CANDY DISTRIBUTION

them, but at length took up the idea. Then the entire industry adopted pails for bulk goods.

Bulk goods were the principal output of the industry for years, but a marked decrease has occurred within the past ten years, during which time bars, small packages and penny items have had their play. Drug and grocery stores handled quantities in many varieties, and when they promoted bulk goods their volume of sales was much higher. Likewise, the bulk candy business was the most profitable for the manufacturer, jobber, and retailer. Among the causes of bulk decline are believed to be emphasis upon price instead of quality and a let-down in effort behind this class of goods. Then, too, consumers got tired of buying bulk candy when they failed to get satisfactory quality. The public switched to bars and packages, for when they found an item which suited their taste they could find it in most any store. The advancement of packages, with their display attractions and appeal to a growing demand for cleanliness, were also important factors in the decline of bulk goods.

### Wholesalers

A great deal of wholesale business of the earlier days was done by the wholesale grocers—and they bought in carloads. But when better grades were developed their volume dropped. It is probable that the greatest change in wholesale distribution is that which has taken place with the wholesale grocers, who had been taught to handle only cheap candy. This they continued to do while the wholesale confectioners adjusted themselves to better grades and captured business from a public which was becoming more and more appreciative of quality. Until the past 25 years the wholesale grocers were slow at making this adjustment to better grades.

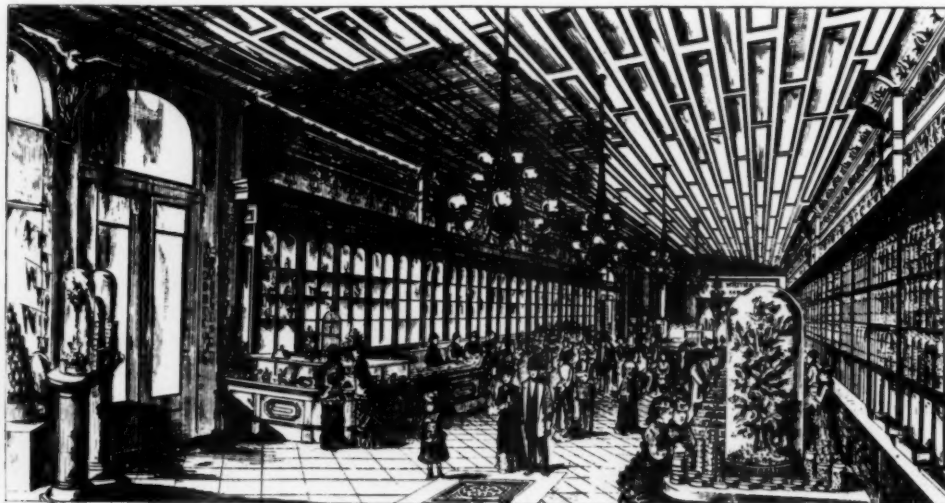
The wholesale confectioner in the early days han-

dled more of a general line, and it was of better quality than the three main types handled by the wholesale grocer. Then in the evolution of better quality and public demand for it, he had the advantage in adapting himself in this direction.

The original "wagon man" of the United States, according to records dug up by Sid Wortsman, was the late J. C. H. Claussen, who covered a route with a mule and wagon in Charleston, South Carolina, way back in 1867. Most of his candy came from Puckhaber Brothers Candy Co., which had been started in 1854. He featured mints, peanut and cocoanut mixtures, and Benny candy, made from seeds grown on the sea islands adjacent to Charleston—still popular in the South. Claussen probably started the idea of store-door deliveries, and his business grew. By 1880 the candy business in Charleston had reached such proportions that Puckhaber Brothers Candy Co. put out a fleet of wagons.

The jobber and retailer of yesterday were inclined to confine their purchases to one or two firms, functioning more as distributors than is common today. But in the course of time as specialties, bars, and 5-cent items appeared they started buying from many firms. Then came the appeal and continual demand for new items. Wholesalers thus began handling many lines and became less distributors for specific manufacturers.

With the development of the craze for new items, every manufacturer emphasized them and soon jobbers were handling more than they could properly merchandise. No longer was there concentration upon a few items as in the old days. Many manufacturers were making what were essentially the same pieces only under different names and in different wraps. The manufacturers and jobbers then found themselves faced with the problem of keeping all items moving. The



Another interior view of Stephen F. Whitman's—this was the retail section.

## CANDY DISTRIBUTION

result was the introduction of the free-goods and premium ideas to entice jobbers and retailers to push the items. As one manufacturer made extra offers his competitors followed the practice, until today it is probably at its peak—with almost more attention paid to free-goods, prizes, or premiums than to the merchandise.

### Salesmanship

Manufacturers' representatives in the early days, known as "traveling salesmen," covered large territories and pushed comparatively few items. They were the frontiersmen of the industry, establishing and building sales in the fast developing country. Their calls were more or less seasonal; manufacturers were not so numerous; orders came big, and on a single trip a salesman would often come back with orders for many carloads. Mr. Hughes recalls an incident of hearing Frank Menne of the Menne Candy Co., Louisville, talking with Fred Parker of the National Biscuit Co. Candy Factory relative to what they considered only fair results from the recent trips of their two salesmen in the southwest territory. Parker said, "Our man didn't do so well; he got only 25 or 30 carloads." Menne then remarked, "Neither did ours; he came back with only 50 cars." Both men were serious.

Brokers functioned as manufacturers' representatives those days much as they do today, and contributed to the upbuilding of distribution. Jobbers' salesmen likewise did their share but, all in all, the salesmen were "hail-fellow" order takers until after the World War, when they helped to develop modern merchandising to meet the demands of overproduction and competition.

For years the industry and its salesmen had comparatively easy going. The war stimulated business tremendously; this led many manufacturers to overexpand, and many outsiders to start up kitchens. Then the depression of 1921 changed the picture. The old

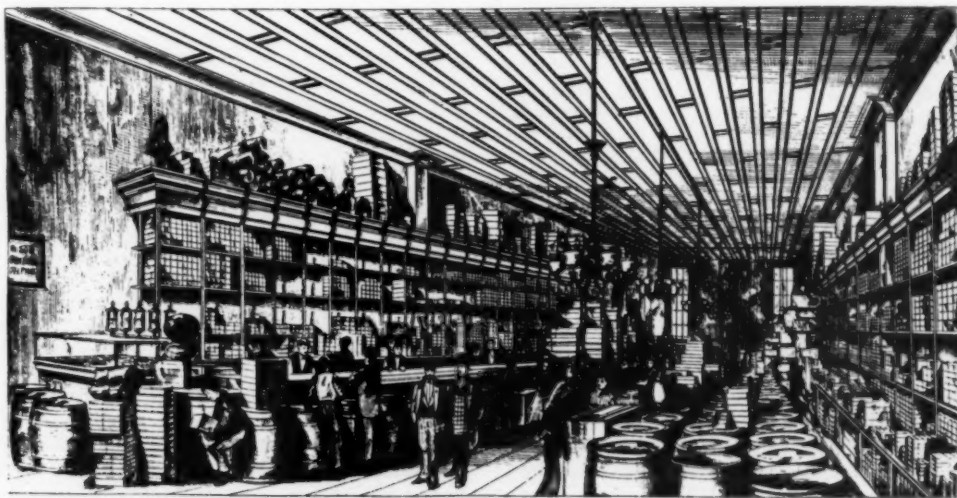
methods of distribution and selling failed to move the factory outputs as satisfactorily as before. Faster distribution was needed. Specialty salesmen were added; intensive advertising campaigns, direct-to-retailer selling by manufacturers who had formerly sold through wholesalers, began to appear.

With "Over Capacity" and "Bad Competition" facing the industry, the N. C. A. in convention at Boston in 1925 instructed its Executive Committee to start work on a co-operative advertising plan for the industry. Its purposes were to "educate jobbers, retailers, and salesmen along modern productive lines of selling," besides stimulating consumer demand and appreciation of candy as a food through newspaper and magazine advertising. This was carried out in 1928 to 1930 also, to offset the Lucky Strike campaign, "Reach for a Lucky Instead of a Sweet."

Through the years some manufacturers supported their sales efforts with advertising which established their brands and thereby increased their volume with this intelligent and consistent merchandising sales method. Trade publications, window posters, direct mail, sign boards, consumer mediums—all contributed to establishing the advertised brands and houses. The ratio of these to the mavericks, however, is still probably greater than in any other industry.

### Retail Merchandising

The evolution of merchandising in the confectionery industry is a remarkable paradox. In probably no other branch of the industry has there been such a great change as in candy retailing; yet manufacturers, themselves, as merchandisers have undoubtedly made less progress in this than in any other field of their endeavors. The manufacturer began as a producer who dumped his wares onto the wholesaler, and that was the end of it for him. He is still a producer—



A view of the wholesale department of Stephen F. Whitman & Son back in the 70's.



## CANDY DISTRIBUTION

sales-minded, but few have developed very far in retail merchandising-mindedness. It is generally recognized as the weakest link in the industry's chain of distribution.

Retail merchandising in the olden days was generally a matter of waiting on customers, weighing out gum drops or lozengers from a besmeared showcase or jar. Losses were considerable from spoilage, overmeasure, loss of time—and loss of opportunity to increase sales. But the pressure of competition and the unmerciful law of the survival of the fittest caused retailers to improve their selling methods.

Retail manufacturers undoubtedly were the earliest to develop good candy merchandising. For instance, Stephen F. Whitman (1842) merchandised boxes of high-class chocolates and candies by permitting customers to fill their own boxes with favorite varieties around a central table. The New York Daily Graphic, December 28, 1876, shows a picture of Whitman's flourishing retail department. In 1871 telephones were installed in San Diego, California, and Hamilton's grocery store, which has a magnificent candy department today, installed a telephone as an instrument in merchandising—a typical incident in the evolution of better retailing. In the early nineties Schrafft started on a successful merchandising basis in Boston and F. G. Shattuck propagated it in New York and along the Atlantic coast. Kranz set the pace in Chicago.

The science of modern candy merchandising was given its best chance with the general improvement of quality throughout the trade. Retailers were weak on display and pricing till after the war, when a wave of better merchandising and store modernizing swept the country. The chains made the greatest advances and taught the independent retailers, as well as wholesalers and manufacturers, a great deal about how to merchandise. Department stores also had a part in this.

In fairness, it should be said that some of the more progressive manufacturers have contributed materially to merchandising improvement in recent years. For instance, in 1921, when pail and bulk business began dropping off, Bunte Brothers featured the highest grade candy they could make for this class of goods and subsequently developed a fine bulk and pail business, even on merchandise that sold as high as \$1.00 a pound. This was accomplished by showing the retailer how to merchandise it—25 cents a quarter pound, and "tickling the consumer's palate with better candy." Other helps were added in the course of time by them and other manufacturers.

Better merchandising of better candies has just begun; more will be said about this later.

### **Associated Retail Confectioners of the United States**

Contributing definitely to the development of merchandising and maintenance of high quality among the better class of retail confectioners, is the Associated Retail Confectioners of the United States, which came into being in 1916, at their first convention in Detroit.

During the first five years their activities centered mostly around the annual conventions, and in that period one of the members, Chester A. Asher, Sr., of Philadelphia, served as secretary.

Twelve years ago Mr. Elwood Chapman, of Whitman's, a dominating exponent of quality and a program of achievement in the organization, became President. At that time Mr. Wm. D. Blatner was elected their first professional Secretary and Counsel, continuing since in that capacity.

Mr. Chapman was the moving spirit in bringing the Association into existence and should be given credit, according to Mr. Blatner. He had the earnest cooperation of a number of other leading retail manufacturers, including Charles Mullane, of John Mullane Co., Cincinnati; F. S. Jensen, of Springfield, Mass.; Mrs. Snyder, of Chicago; Fred Sanders, Detroit; George Price, of Reymers' Pittsburgh; Maillaird's, New York, and others.

In the early days the A. R. C. had an arrangement whereby the local retail confectioners' associations could affiliate with the national by payment of dues, which gave them representation at conventions and on the executive board. This plan, however, proved unsatisfactory because of insufficient dues and the tendency toward domination by one or two local groups—resulting in arguments on parliamentary details rather than discussions of constructive interest to the retail manufacturer. A new constitution was therefore adopted in 1921 providing for its present two classes of membership: (1) Active members, engaged in the manufacturing and retail confectionery business, and (2) Associate members, firms from the allied trades serving the retail manufacturers.

Throughout the year the Association issues a monthly publication known as the "A. R. C. Sales Service," an educational medium of considerable merit. Through its pages the members are kept advised of such important matters as the interpretation of laws, bills pending before Congress or state legislatures, interpretation of Internal Revenue Acts; trade promotion ideas, and an interchange of information between members on sales policies, merchandising, methods of shipment, personnel problems, etc.

In respect to its program of constantly urging the maintenance of quality merchandise, Mr. Blatner says, "Our group is unique in that its members manufacture about 98 per cent of their products. Hence they have an undivided responsibility to the consumer in production and merchandising; they can't pass the 'buck' to anybody else. The future of the retail manufacturer is, therefore, as big as they make it by featuring quality candies and superior service."

The exchange of ideas on merchandising and other problems common to the members is one of the outstanding features of the A. R. C. annual conventions, centering around open forum discussions of predetermined questions. Prior to the convention questionnaires are filled out by the members, indicating their



## CANDY DISTRIBUTION

choice of questions for discussion. Headquarters then returns a list of questions selected, so that the members have the opportunity for considering them for intelligent discussion at the convention.

Another educational feature is the annual display of advertising promotional matter exhibited by the members, for which prizes are awarded on the basis of quality and value.

It has taken many years to build up a bond of confidence among the members to the point where they are willing to discuss their problems and exchange ideas freely, according to Secretary Blatner, but it has proven of inestimable value to them in successfully conducting their businesses.

The A. R. C. convention this year will be held concurrently with that of the National Confectioners' Association, June 19-20-21, at the Edgewater Beach Hotel, Chicago.

Officers and executive committee of the association are the following:

President, George C. Cobb, Worcester, Mass.; 1st Vice-Pres., Ernest Wilson, San Francisco, Cal.; 2nd Vice-Pres., Herbert R. Dimling, Pittsburgh, Pa.; Secy.-Treas., Wm. D. Blatner, Chicago. The Executive Committee is composed of Mrs. Ora Snyder, Chairman, Chicago; Al Herz, St. Louis; Laurence F. Lord, Portland, Me.; W. W. Kolb, Newark, N. J.; Fred W. Sanders, Detroit; Theodore Marquetand, Philadelphia; Miss C. C. Doyle, Cleveland, Ohio; William M. Albern, Brooklyn, N. Y.

### Science Applied to Problems of Distribution

The application of science to the problems of distribution in this industry is one of the most important trends to be noted. As intimated above, the tide of easy sailing turned in 1921. Instead of having a market for anything we could produce we had a condition of virtually the reverse. Production had been geared up to match consumption; now the problem was how to get consumption to match production. Slow moving stocks and hand-to-mouth buying appeared as complications, continuing today. Profitless distribution was ushered in—and has remained an uninvited guest.

Manufacturers had exorbitant overhead, frozen capital, and high distribution costs which put most of the industry in the red. Few actually knew their production and distribution costs. Then the industry and the United States Department of Commerce began working hand in hand to ascertain the facts about candy distribution (1927). The series of Annual Confectionery Distribution reports under the direction of Captain R. L. Purdon and later by Edmund A. Flaggs was the first achievement. They have shown volume and basic trends of consumption by which firms can plan their sales campaigns; also they have aided reduction of overlapping distribution between states.

Then the N. C. A. and the Bureau of Foreign and Domestic Commerce contrived to have furnished monthly sales reports showing the percentage changes

in dollar sales volume. Captain R. L. Purdon has been the staff expert working with the industry these several years.

Next the Association and the Department turned to setting up a modern method of determining sales costs per item, per customer, per sales territory, with the same precision as production costs are ascertained. This was the result of the Distribution Cost Study for Confectionery Manufacturers in 1930-1931 under direction of S. L. Kedzierski and the guidance of Wm. F. Heide, Malcolm McDonnell, Walter C. Hughes and others. Within a year after, the cost system which evolved was applied and saved 13 reporting manufacturers \$417,500.

Among the important distribution facts found in the survey were: Many items, customers, and territories were unprofitable; less than one-half the items placed on the market returned a profit; only 15 per cent of the items carried (by the firms which were studied) accounted for 81 per cent of their total sales volume; the breaking-point between profit and loss in order sizes was just under \$10 for general line houses selling the jobber and \$6 for those selling partly to jobbers but mostly direct to retailers; salesmen's overdrafts were running wild in adding to direct selling expense; average net profit was only 1.2 per cent.

Contrast these facts as implements to build distribution with the condition of the industry fifty years ago, at the time of the first N. C. A. convention. In his remarks, Mr. R. P. Pattison of M. E. Page & Co., Chicago, first N. C. A. president, referred to the need of advancing prices to include "costs of cases, cartage, and exchange." Apparently in those days they included only sugar and raw materials in their cost!

Within the past three years the government in co-operation with industry has made valuable studies in distribution outlets which have shed additional light upon confectionery distribution. These were the Louisville Grocery Survey and St. Louis Drug Store Survey, both of which gave valuable facts upon the volume, types of goods, and how candy is being merchandised in these retail stores. Now the Cincinnati Survey of Jobbing Confectioners is being completed for report at the coming convention by Mr. Bromell and Mr. McDonnell.

### Distribution Today and Trends of Tomorrow

With the above "bird's-eye view" of the industry's progress and development in distribution, perhaps we may have a better perspective with which to evaluate its problems of today and sift out the trends of tomorrow. These we shall discuss in a later article. Among the points to be considered are: Current problems of distribution, price cutting, return goods, the need of recognized jobber qualifications, wholesale buying associations; the trend toward distributorships, merchandising education through salesmen, improved retail merchandising, and the trend toward government regulation through the trade association.

# 50th Convention Program

National Confectioners' Association at Hotel Sherman, Chicago,  
June 19-23, 1933

## Monday, June 19th

Golf Tournament, with luncheon and dinner, at the Evanston Golf Club.

## Tuesday, June 20th

### MORNING

Meeting Called to Order—A. E. Sander  
In Memoriam  
Unifying the Candy Industry—A. E. Sander  
Fifty Years of Progress in the Candy Industry—J. R. Booker  
Our Tenth Trade Exposition—Roberts Everett  
Production Policies and Methods—J. L. Richon  
Balancing Income and Expense Next Year—James O. McKinsey

### AFTERNOON FORUM

Carl L. Graeser—Discussion Leader  
The Use of Flavoring in Candy—John H. Montgomery of Fritzsche Bros.  
Lecithin in Candies—Wm. F. Schlesinger of Ross & Rowe  
Dextrose—John Krno of Corn Products Refining Company  
Cream Centers, Cast, Rolled and Crystallized—James A. King of The Nulomoline Company  
For the Ladies—Style Show and Tea—4:00 P. M.—Marshall Field & Co.

## Wednesday, June 21st

### MORNING

Meeting Called to Order—J. M. Gleason  
Adjustment of Freight Rates—F. J. Mueller  
Our Activities in Washington—W. Parker Jones  
Report of Publicity Committee—Geo. H. Williamson  
Educational Campaign—Mary Pepper  
A Message from the West Coast—O. J. Freeman  
Supervising and Directing Salesmen for Profitable Sales—James L. Palmer  
The Salesman's Attitude Toward His Firm, the Jobber and Himself—James F. McHugh

### AFTERNOON FORUM

Carl L. Graeser—Discussion Leader  
Lecithin in Chocolate Coatings and Icings—Wm. A. Cleary of American Lecithin Company  
Starch, Jellies and Gums—James R. Kearney of Penick and Ford Sales Co., Ltd.  
Pectin Jellies, Cut and Cast—R. M. Preston of White Stokes Company  
Dinner Dance—8:00 P. M.—Bal Tabarin—Hotel Sherman. Dinner—Dancing—Entertainment.

## Thursday, June 22nd

### MORNING

Meeting Called to Order—A. E. Sander  
Report of Trade-Mark Counsel and Counsel to the Members—Walter C. Hughes

The Human Factor in Credits—Dr. Stephen I. Miller  
Factors in the Banking and Financial Outlook—Dr. Ivan Wright  
Color and Design in Packaging—Arthur Allen

### AFTERNOON

Visit to "A Century of Progress" Exposition  
German Dinner—8:00 P. M.—Old Heidelberg Inn—On A Century of Progress Grounds. Ladies and Gentlemen

## Friday, June 23rd

### MORNING

Meeting Called to Order—A. E. Sander  
Making the Confectionery Jobbing Survey Possible—Malcolm A. McDonnell  
The Confectionery Jobbing Survey—John Bromell  
Recent Legislation as an Aid to the Elimination of Unfair Practices in the Confectionery Industry—Arthur Fisher.  
Executive Session  
Report of Executive Committee  
Report of Resolutions Committee  
Report of Nominating Committee  
Election of Officers and Members of Executive Committee.  
Introduction of New Officers and Members of Executive Committee  
New Business

### AFTERNOON

Meeting of Executive Committee

# Directory of Exhibitors

**AMERICAN LECITHIN CORP.**, Atlanta, Ga. Booth Nos. 127-128.

Exhibiting: Lexin. Its application to chocolate and confectionery. Lexin products and technical equipment for scientific control and production results. Varied confectionery samples. In attendance: W. A. Cleary, Jos. Eichberg, E. P. Pope.

**AMERICAN MAIZE PRODUCTS CO.**, 100 E. 42nd St., New York City, N. Y. Booth No. 226.

Exhibiting: Two mechanical exhibits. In attendance: Dr. F. W. Murphy.

**AMERICAN MOLASSES CO.** of New York, 111 Wall St., New York City, N. Y. Booth No. 160.

Exhibiting: Featuring formulas and samples of molasses candies that may be served as a dessert, emphasizing the importance of good molasses as a flavor. In attendance: Charles Fahrenkamp, E. C. Henry, Karl C. Fromm.

**APPLIED SUGAR LABORATORIES**, 111 Wall St., New York, N. Y. Booth No. 126.

**ATLANTIC GELATINE CO.**, Woburn, Mass. Booth No. 108.

**BAKER PERKINS CO., INC.**, Saginaw, Mich. Booth Nos. 136-137.

Exhibiting: Machine for marshmallow depositing work on entirely new and novel principle and which is readily convertible to depositor for chocolate "buds" and hand-rolled or similar types of cream. Same may be embossed with various designs and be of assorted shapes. Machine for automatically feeding hard candy, nougat, caramel and similar masses in rope form to cutting and wrapping machine. A new design plastic and hard candy tablet machine. In addition, introducing but not exhibiting new model high speed chocolate coating machine, together with a complete new line of hard candy equipment. In attendance: Harry E. Floyd, H. E. Prescott.

**BLANKE-BAER CO.**, 3224 S. Kingshighway, St. Louis, Mo. Booth No. 130.

Exhibiting: Dipping fruits, artificial hard candy flavors, true fruit extracts and vanilla extracts. In attendance: Samuel H. Baer, Miller Winston, H. I. Finch, Jr.

**BURKE PRODUCTS CO.**, 321 W. Austin Ave., Chicago, Ill. Booth No. 146.

**BURRELL BELTING CO.**, 413 S. Hermitage Ave., Chicago, Ill. Booth No. 110.

Exhibiting: General line belts. In attendance: Earl F. Mayer, Arthur F. Shumacher, John M. Moyer, Paul J. Buss.

**CALIFORNIA FRUIT GROWERS' EXCHANGE**, Products Dept., 616 E. Grove St., Ontario, Calif. Booth Nos. 233-234.

Exhibiting: Exchange citrus pectin, Exchange oils of orange and lemon. Exchange citric acid. In attendance: D. R. Thompson, T. F. Baker, E. L. Rhoads, A. J. Freeman.

**CLINTON CORN SYRUP REFINING CO.**, Clinton, Iowa. Booth No. 235.

Exhibiting: Complete line of samples of products and a miniature model of plant. In attendance: Messrs. Clizbe, Bryant, Corson and Jones.

**CORN PRODUCTS SALES CO.**, 17 Battery Place, New York City, N. Y. Booth No. 145.

Exhibiting: Gums, caramels, marshmallows, chocolate coatings made with Cerelese. In attendance: Messrs. Kirkland, Krno, DeWaters, Chrystal, Larsen, Brewer, Anderson, Olsen, Rutherford, Cornellier and Van Buskirk.

**DU PONT CELLOPHANE CO., INC.**, 350 Fifth Ave., New York City, N. Y. Booth Nos. 230-231.

Exhibiting: New developments in packaging. In attendance: L. B. Steele, M. C. Pollock, W. J. Harte.

## DIRECTORY OF EXHIBITORS

**GENERAL FOOD SALES CO., INC.**, 250 Park Ave., New York City, N. Y. Booth No. 156.

**THE GUARDITE CORPORATION**, 307 N. Michigan Ave., Chicago, Ill. Booth No. 239.

Exhibiting: The Guardite vacuum process for eliminating insect infestation in foodstuffs. In attendance: John M. Baer, Robert B. Dunlap.

**V. O. HERMANN CORPORATION**, 15 Park Row, New York City, N. Y. Booth Nos. 115-116.

**HERSEY MANUFACTURING CO.**, Corner of E and 2nd Sts., South Boston, Mass. Booth No. 118.

Exhibiting: Working model of a complete Hersey starch conditioner which will be operated through a full sized Hersey lag control demonstrating the use of this device. Illuminated moving cross-sections of Hersey dryers and coolers showing action of starch in these machines when producing cold starch for marshmallow or hot starch for gums and jellies. In attendance: H. W. Harrigan.

**A. KLEIN, INC.**, 113 W. 17th St., New York City, N. Y. Booth No. 153.

**J. M. LEHMANN CO.**, 250 W. Broadway, New York, N. Y. Booth No. 224.

**MANUFACTURING CONFECTIONER PUBLISHING CO. and CONFECTIONERY BUYER**, 1140 Merchandise Mart, Chicago, Ill. Booth No. 131.

Exhibiting: THE MANUFACTURING CONFECTIONER and THE CONFECTIONERY BUYER. In attendance: Mrs. Earl R. Allured, R. W. Wilmer, N. I. Gage, A. W. B. Laffey and Bertha Engel.

**G. THOS. MILLS & BROS., INC.**, 1301-15 N. Eighth St., Philadelphia, Pa. Booth No. 103.

Exhibiting: Improved confectionery machinery. In attendance: G. Thos. Mills and John G. Mills.

**MILPRINT PRODUCTS CO.**, Florida St., Milwaukee, Wis. Booth Nos. 232 and 238.

Exhibiting: Printed Cellophane, Glassine and Revelation wrappers and bags used in the wrapping and packaging of candy products. The display will also consist of various types of fancy and bar box wrappers, display cards, window strips, posters, display racks, automatic dispensing cartons, a display of Win-Do-Sho shelves, introducing this extremely effective method of displaying merchandise on the window to the candy industry. In attendance: Roy Hanson, Kenneth MacKenna, P. W. Hoffmann, L. R. Zimmerman, Hugo Heller, Sr., Hugo Heller, Jr., R. C. Evans, Dell Coleman, Joe Schuchat, Norman Dunnom, Ralph McGraw, J. A. Russell.

**NATIONAL EQUIPMENT CO.**, Springfield, Mass. Booth No. 102.

Exhibiting: New Bausman No. 3 decorator. In attendance: George A. Bausman, A. L. Bausman, Frank S. Moulton.

**NATIONAL SUGAR REFINING CO.**, 129 Front St., New York City, N. Y. Booth No. 236.

**NULOMOLINE CO.**, 111 Wall St., New York City, N. Y. Booth Nos. 157-158-159.

Exhibiting: An educational exhibit of candies from all over the globe. A special feature of this exhibit will be a display of forty different types of candies patterned after world-famous formulas. In attendance: R. E. Taussig, T. M. Holicky, J. P. Booker, M. E. Berry, T. Sillman, Jas. A. King.

**HENRY H. OTTENS MANUFACTURING CO.**, 129 S. Front St., Philadelphia, Pa. Booth No. 240.

**PACKAGE MACHINERY CO.**, 30 Church St., New York City, N. Y. Booth No. 229.

Exhibiting: Model CA-2 machine. New high speed adjustable bar wrapping machine. Baker Perkins speed model twist wrapping machine for plastic goods. In attendance: R. L. Putnam, G. A. Mohlman, A. B. Hull, E. G. Westervelt, Ray Davis, Miles N. Allen, Fred M. Taylor.

**PENICK & FORD SALES CO., INC.**, 420 Lexington Ave., New York City, N. Y. Booth No. 105.

Exhibiting: Featuring special "C" starch for gum work, also samples of our other products. In attendance: James R. Kearney.

**PETERS MACHINERY CO.**, 4700 Ravenswood Ave., Chicago, Ill. Booth No. 109.

Exhibiting: Automatic machine for making transparent cellulose bags, filling them, twisting them and sealing them. In attendance: A. M. Kracke, H. K. Becker, C. Maloney, E. G. Jurgens, H. D. Farber, Charles Matthys, B. Sandor, Jack Krubaek, J. Boehler, F. Rieg.

**PILLIOD CABINET CO.**, Swanton, Ohio. Booth No. 223.

Exhibiting: Cedar chests. Complete line of wooden candy boxes. In attendance: E. H. Bergin, T. J. Pilliod, Ray J. Delles, Theo. H. Neubauer.

**PIONEER PAPER STOCK CO.**, 448 W. Ohio, Chicago, Ill. Booth No. 154.

Exhibiting: Brilliant, sparkling colored paper excelsior for the packing of molded and hard candies. In attendance: W. D. Jackson, W. F. Bromstedt, D. R. McClelland, A. U. Claghorn.

**RACINE CONFECTIONERS MACHINERY CO.**, Racine, Wis. Booth No. 125.

**ROSS & ROWE, INC.**, 80 Broad St., New York, N. Y. Booth Nos. 115-116.

In attendance: J. Edward Rowe, W. F. Schlesinger, Frank M. Waters.

**SAVAGE BROS. CO.**, 2638 Gladys Ave., Chicago, Ill. Booth No. 117.

Exhibiting: Hontz automatic peanut attachment for making chocolate peanut clusters, continuous and automatic. In attendance: R. J. Savage, Sr., R. E. Savage, R. J. Savage, Jr., R. W. Emerson, Wm. P. Halpin, M. J. Linden.

**F. J. SCHLEICHER PAPER BOX CO.**, 1811 Chouteau Ave., St. Louis, Mo. Booth No. 135.

Exhibiting: Fancy candy boxes for general use and all commemorative days. In attendance: L. S. Schleicher, A. K. Schleicher, Frank H. Schleicher.

**SHELLMAR PRODUCTS CO.**, 3501 W. 48th Pl., Chicago, Ill. Booth No. 138-139.

Exhibiting: Printed cellophane in sheets and rolls, plain and printed cellophane bags, tinted cellophane, shell-pax glassine wrappers. In attendance: B. W. Martin, J. H. Huse, C. C. Williams, C. A. Westberg, J. O. Moore, T. W. Koch.

**STALEY SALES CORPORATION**, Decatur, Ill. Booth No. 225.

Exhibiting: Confectioner's crystal corn syrup unmixed, confectioner's starches. In attendance: H. P. Dunlap, C. C. Hollis.

**SUTTON, STEELE & STEELE**, Dallas, Tex.

**UNION CONFECTIONERY CO., INC.**, 318 Lafayette St., New York, N. Y. Booth No. 237.

Exhibiting: Advertising material (signs, posters, etc.) in lieu of machines. In attendance: Joseph Greenberg, Herman Greenberg, Irving Debrovner, Charles Balin.

**UNITED CHEMICAL & ORGANIC PRODUCTS CO.**, 4200 S. Ashland Ave., Chicago, Ill. Booth No. 134.

Exhibiting: U-cop-co pure food gelatine, granulated and wheel dried flake forms. Plan to display various types of finished M. M. candy numbers. In attendance: J. W. Burns, J. A. Hafner, F. E. Robinson, J. J. Rawle, G. F. Kostal, H. E. Wangemann, F. J. Loeffler, Jay Bowman, T. R. Tennant.

**WARFIELD CHOCOLATE CO.**, 536-544 W. 22nd St., Chicago, Ill. Booth No. 228.

Exhibiting: Line of chocolate coatings and liquors for hand dipping and enrober work. In attendance: J. D. Warfield, Jr., A. H. Levitas, L. B. MacKinney and P. M. Hershey.

**T. C. WEYGANDT CO.**, 165 Duane St., New York City, N. Y. Booth No. 104.

Exhibiting: Chocolate moulds. In attendance: Ernst Faber, Oscar A. Haas.

**WHITE STAR EQUIPMENT CO.**, 621 Broadway, New York City, N. Y. Booth No. 227.

Exhibiting: Wrapping machinery and reproductions. In attendance: R. Grohskopf, E. Klug, G. Kramer and A. Malvese.

**WHITE-STOKES CO.**, 3615 Jasper Place, Chicago, Ill. Booth Nos. 132-133.

Exhibiting: General line. In attendance: Officers and representatives.

### Confectionery Publications

**THE CONFECTIONERS' JOURNAL**, Booth No. 129.

**THE CONFECTIONERY BUYER**, Booth No. 131.

**THE MANUFACTURING CONFECTIONER**, Booth No. 131.



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# ***The Key Piece of*** **DIRECT MAIL LITERATURE**

***from Manufacturers to Buyers***



**T**HE object of every manufacturer is to develop a market for his products—and a preference for his house. But no market can be developed by the occasional mailing of circulars to the trade • • • It takes continuous contact with the buyers and constant presentation of the manufacturer's message to develop the desired preference for his products in a highly competitive market. • • • This becomes costly with ordinary direct mail. The best printed medium for increasing and retaining jobber and dealer enthusiasm to increase sales is to employ advertising in the *Key Piece of Direct Mail Literature of the Industry*—The CONFECTIONERY BUYER • • • It is less costly per buyer and far more effective.

The CONFECTIONERY BUYER is recognized as not "just another trade paper" but rather a nation-wide program for Better, More Profitable Merchandising of Candy • • • It will carry your sales message to a selected list of 8,000 Wholesale, Chain Store, and Large Retail Buyers representing the greatest potential buying power in the distribution of candy.

Your salesmen move your goods toward the buyers. The CONFECTIONERY BUYER moves the buyers toward your goods. Properly coordinated, the two present an irresistible combination.



*The Specialized Publication Edited  
and Circulated Direct to 8000 Buyers*

## **THE CONFECTIONERY BUYER**

Division of The Manufacturing Confectioner Publishing Co.

1142-3 The Merchandise Mart, Chicago, Illinois

*The Industry's only publication with an AUDITED Wholesaler CIRCULATION—Member of Controlled Circulation Audit Bureau.*



# Confectionery Manufacturers Met in Chicago, May 27th

THE meeting was called by Mr. Sander for the purpose of discussing the Industry Recovery Bill as it would affect the Candy Industry and to induce the men invited to attend, to return to their several sections of the country to organize local groups as the first step for building a comprehensive organization which would be able to operate under the bill.

It was decided that to start with there should be twelve zones; that in each zone all manufacturing confectioners should be invited to attend a meeting at which the bill and its far reaching effects would be discussed, officers of the Zone Group elected, and committees appointed to secure data and to present minimum wages, maximum hours of labor, detrimental trade practices which they would like to have discontinued and in general to give every manufacturer an opportunity to express himself so that when the Zone chairmen or presidents meet again, each will have the consensus of opinion of the manufacturers in his zone to report to the body as a whole.

It was then decided that a wire should be sent to President Roosevelt to assure him of our willingness to cooperate and requesting that we be invited to have a hearing with the administrator or his aides to determine what we could do and in what manner we could cooperate. It was also decided that should we be called upon we should have a code or set of trade practice rules to submit.

Mr. V. L. Price of St. Louis, Mr. Olin Jacobs of Boston and Senator Brock of Chattanooga were appointed to submit a tentative draft to the gentlemen present. This code was then carefully discussed and tentatively adopted to be submitted first to our Counsel at Washington, Mr. Parker Jones, for his approval as to wording, etc.

When approved it is to be mailed to each candy manufacturer whose name and address we have, regardless of whether or not he is a member of the National Confectioners' Association.

If this is accepted by the majority in number and interest of the industry, it will then become the code for presentation to the authorities in Washington.

Most of the time in the sessions was spent in considering organization and methods rather than discussing the details of hours, wages or practices. It is realized the task is so tremendous that without good organization nothing can be accomplished.

The following men accepted responsibility for calling together the manufacturers in the territories listed under their names:

Mr. H. H. West—West Missouri, Kansas, North Oklahoma, West Arkansas.  
Mr. C. Woodward—Iowa, Nebraska, Minnesota, North and South Dakota.  
Mr. V. L. Price—East Missouri.  
Mr. J. G. McDonald—Colorado, Utah, Idaho.  
Mr. O. J. Freeman—Oregon, Washington, Montana.

Mr. B. Guy Showley—California.  
Mr. Porter King—Texas, East Arkansas, New Mexico.  
Mr. Harry Chapman—New England.  
Mr. Wm. F. Heide—New York, New Jersey.  
Mr. Frank Putt—East Pennsylvania, Maryland, Delaware.  
Mr. Wm. Hardie—West Pennsylvania, Ohio, Indiana, Michigan, Kentucky.  
Mr. T. E. Bunte—Illinois, Wisconsin.  
Senator Brock—Georgia, Virginia, North and South Carolina, Alabama, Tennessee, Mississippi, Louisiana.

## N C A Reaches Fifty

(Continued from page 59)

members a great deal of money through the avoidance of unknowingly infringing some other manufacturer's trademark rights.

There are comparatively few cases of intentional infringement where a manufacturer simply makes a Chinese copy of the other manufacturer's trademark. In most cases the manufacturer adopts a trademark without knowing that the other manufacturer is using it. This can be avoided through the Trade Mark Service. There is really now no excuse for any member of the N. C. A. infringing any other manufacturer's trademark, for he can very easily and readily obtain the information as to whether another manufacturer is using a name which he contemplates adopting.

It will not be possible for me to include in this article more than a brief mention of the work that has been done by the N. C. A. in connection with Cost Accounting, Traffic Matters, and the Annual Expositions, nine of which have been held, the first being held in 1924, and which have contributed to the financial resources of the Association to the extent of about \$55,000, nor to give the details relative to the thorough investigations that have been made in reference to articles derogatory to candy which have been published in newspapers, magazines, and other such mediums during the past 25 or 30 years especially, and also the complete and thorough investigations that have been made of all cases reported to headquarters of so-called alleged candy poisoning where the individual claimed to have been made sick or injured in some way on account of eating candy.

This would be very interesting information but on account of the limit of space it is not possible for me to do more than merely mention them.

### Worthy of Your Loyalty and Support

This brief recital of some of the activities of the N. C. A. should convince any right thinking candy manufacturer that this organization deserves and should have his unqualified cooperation and loyal support.

It has accomplished big things for the candy industry and if it receives the support which it should receive can accomplish still bigger things for the industry of the future.

## National Industrial Recovery Bill

The National Industrial Recovery Bill now before Congress has passed the House and is expected to receive prompt action in the Senate. In all probability this legislation will be enacted within two weeks. This should be recognized as the most drastic and revolutionary proposal in our generation. It is labeled as a two-year temporary act but the consensus of opinion seems to be that once enacted the law will be permanent.

In the future the Government will supervise, regulate and control private industry and trade. Ownership, management and initiative will be left to the private interests, but the Government will have power of compulsion if private initiative does not respond to what the Government regards as public interest. In the future the business unit will be not the individual enterprise, but the industry or trade as a whole.

Trade Associations have an opportunity never before realized to serve the manufacturers and the Government. The Industrial Recovery Act should give them a legal impetus that would otherwise take years of effort and development to attain.

Advice has gone out from Washington for manufacturers to join their Trade Association if they do not already belong, for later they may be forced in or forced to conform to a code which it adopts and which the Government approves. Association Agreements will have the force of law if they are approved by the Government and these agreements will be binding on minorities. Every manufacturer of confectionery who is not now a member of the National Association should immediately make application for membership. It is equally important that every member keep his membership in good standing through the prompt payment of dues and that he should personally invite every manufacturer to become a member of the N. C. A.

The Industrial Recovery legislation will have precedence over all other discussions at the Fiftieth Annual Convention. No manufacturer can afford to miss these deliberations which so vitally affect not only the Industry but his own individual business.—N. C. A. Bulletin.

## Special Entertainment Features Have Been Arranged by the Chicago Committee as Follows:

For the Ladies, Tuesday afternoon, June 20th, at 4:00 o'clock, a Style Show and Tea at Marshall Field & Co.

For Ladies and Gentlemen—Dinner Dance, Wednesday evening, June 21st, 8:00 p. m., Bal Tabarin, Hotel Sherman. Dinner, Dancing, Entertainment.

Thursday evening, June 22nd—German Dinner, 8:00 p. m., Old Heidelberg Inn on A Century of Progress Grounds.

With the exception of the Traffic Forum to be held on Thursday afternoon, that time will be allotted for a visit to A Century of Progress. Special

Dinner will be served at Old Heidelberg Inn at 8:00 o'clock Thursday evening.

All of those registering will receive souvenir ticket for entrance to A Century of Progress and to the German Dinner.—N. C. A. Bulletin.

## Program—A. R. C. Convention—Edgewater Beach Hotel, Chicago

Monday, June 19th

- 10:00 a. m. Registration—Lobby to East Lounge—for A. R. C. Members.
- 11:00 a. m. Meeting Executive Committee—Secretary's Headquarters.
- 1:30 p. m. Opening of the 17th Annual A. R. C. Convention.  
Geo. C. Cobb, presiding.  
Appointment of Committees.  
Reports.
- 2:00 p. m. Open Forum Discussion—Pre-determined questions.  
Anderson Pace, Advertising Counsel of A. R. C., presiding.

Tuesday, June 20th

- 9:30 a. m. Open Forum Discussion—Pre-determined questions.  
Anderson Pace, Advertising Counsel of A. R. C., presiding.
- 11:30 a. m. Analysis of "National Industrial Recovery Act and Its Application to the Manufacturing Retail Confectioner"—by Walter C. Hughes of the Chicago Bar Association.
- 12:30 p. m. A Buffet Luncheon will be served.
- 2:00 p. m. Open Forum Discussion—Pre-determined questions.  
Anderson Pace, Advertising Counsel of A. R. C., presiding.

Evening

- 7:30 p. m. Dinner Dance—South Room of the Marine Dining Room.

Wednesday, June 21st

- 9:30 a. m. Open Forum Discussion—Pre-determined questions.  
Mr. Geo. C. Cobb, presiding.
- 11:30 a. m. Unfinished Business.  
Election of Officers.  
Report of Committees.  
Installation of Officers.

## S. W. C. A. Convention Set for July 18-20 at Birmingham, Ala.

The 1933 Convention City of the Southern Wholesale Confectioners' Association will be in Birmingham, Ala., as announced by President James J. Reiss, following recent communications with members of the Board of Directors.

Dates have been tentatively set for Tuesday, Wednesday, and Thursday, July 18-19-20. Convention headquarters will be at the Thomas Jefferson Hotel.

1933		MAY					1933
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

1933		JUNE					1933
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	4	5	6	7	1	2	3
11	12	13	14	15	16	17	10
18	19	20	21	22	23	24	
25	26	27	28	29	30		

# The CANDY MAN'S CALENDAR

June			July		
6th Month			7th Month		
30 days			31 days		
4 Saturdays			5 Saturdays		
4 Sundays			5 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assoc., Yonkers, N. Y.	1	Sa	
2	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	2	S	
3	Sa		3	M	Monthly meeting the Candy Production Club of Chicago, Chicago, Ill.
4	S		4	Tu	
5	M	Monthly meeting The Candy Production Club of Chicago, Chicago, Ill.	5	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Inc., Elks Hotel, Philadelphia.
6	Tu		6	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grant Hotel, Cincinnati.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
7	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver (each Wednesday).	7	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City, Utah (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
8	Th	Monthly meeting Board of Governors of the New York Candy Club, Inc., Hotel McAlpin, New York City.	8	Sa	
9	Fr	It's time to plan your fall deals.	9	S	
10	Sa		10	M	
11	S		11	Tu	Monthly meeting Confectioners' Buying Assn., 17 E. Austin, Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.
12	M	Christmas samples should be ready for jobbers for future orders.	12	W	Annual meeting of New England Manufacturing Confectioners' Assn., Boston, Mass.
13	Tu	Monthly meeting Confectioners' Buying Assn., Inc., 17 E. Austin Ave., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.	13	Th	Monthly meeting Board of Governors meeting New York Candy Club, Inc., Hotel McAlpin, New York City.
14	W	Flag Day.	14	Fr	
15	Th	Regular monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City, N. Y.	15	Sa	
16	Fr		16	S	
17	Sa	Children's Day—Nothing will please them more than candy.	17	M	
18	S	Father's Day.	18	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia.
19	M	Annual Convention Associated Retail Confectioners of U. S. Week of June 19th. Edgewater Beach Hotel, Chicago, Ill.—Annual National Confectioners' Association convention, Hotel Sherman, Chicago, Ill.	19	W	Annual meeting of Southern Wholesaler Confectioners' Assn., Thos. Jefferson Hotel, Birmingham, Ala., July 18-20.
20	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.	20	Th	Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.—Regular monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.
21	W		21	Fr	
22	Th	Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah—First day of summer.	22	Sa	
23	Fr	Fall holidays are especially good ones for moulded goods business. Get busy on them.	23	S	
24	Sa	Monthly meeting The Pittsburgh Candy Club, Pittsburgh, Pa.	24	M	Monthly meeting Candy Executives' and Asstd. Industries Club, St. George Hotel, Brooklyn.
25	S		25	Tu	Monthly meeting Candy Square Club of New York City, Inc., Hotel McAlpin, New York City.
26	M	Monthly meeting Candy Executives and Associated Industries' Club, St. George Hotel, Brooklyn, N. Y.	26	W	Annual convention of Advertising Federation of America, Grand Rapids, Mich., June 25-29.
27	Tu	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.	27	Th	Monthly meeting Assn. of Mfg. of Conf. and Choc. of State of New York, Pennsylvania Hotel, New York City.—25 to 27, annual meeting American Institute of Chemists, New York City.
28	W	Detroit Jobbing Conf. Assn. have their annual picnic, Tashmoo Park, Detroit, Mich.	28	Fr	
29	Th	Monthly meeting Assoc. of Mfg. of Confr. & Choc. of State of New York, Pennsylvania Hotel, New York City.	29	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Pa.
30	Fr		30	S	
			31	M	



# THE MANUFACTURING CONFECTIONER'S —CLEARING HOUSE—

## MACHINERY FOR SALE

**FOR SALE — 50-GAL. COPPER**  
Steam Jacket Kettle; 4 40-gal.  
Tilting; 1 Ermold Label machine; 1  
tubular copper heat Exchanger or  
Cooler, 12 ft. x 10 in. diam.; 1 Kiefer  
Rotary Visco Filling machine, piston  
type, 3 to 32 oz. capacity. C. E.  
Kafka, 1000 Crosby St., Chicago, Ill.

**FOR SALE—12-INCH UNIVER-**  
sal Coater, Bottomer, 35-ft. Cool-  
ing Tunnel. All electric, like new,  
excellent work. Three 100-lb. Mills  
Chocolate Melting Kettles with mo-  
tor. Vulcan Gas Stove. Barbara  
Fritchie Chocolate Shoppe, Freder-  
ick, Md.

**FOR SALE—COMPLETE OUTFIT**  
of peanut butter and wet mustard  
machinery. One 16-in. Springfield  
Enrober, 1 Racine Depositor. Ap-  
ply Wm. McMurray & Co., St. Paul,  
Minn.

**GUARANTEED REBUILT EQUIP-**  
ment—Batch Roller, 7' York, for gas;  
Chocolate Melters, 600 lb. Racine; 300 lb.  
National; 200 lb. Racine; Cream Beaters, Ra-  
cine Snow Plow, 4, 5 and 7' Ball, 5' Day-  
ton; Cream Breaker and Remelter, 35 gal.  
Werner; Cutters, Caramel and Nougat, Mills  
and Savage; Crystal Cooker and Cooler, 3  
bbl. Werner; Depositors, Racine and Spring-  
field; Enrobers, 16" Standard, belt and mo-  
tor drive; Furnaces for atmospheric and  
forced draft gas; Furnaces, No. 6 Mills for  
coal or coke; Marshmallow Beaters, Spring-  
field and Savage; Mixers, 35 gal. double  
action Savage Tilting; Peanut Fryers, 300  
lb. Savage; Peanut Roasters, 1, 2 and 5 bag  
capacity; Revolving Pans, 38" copper, belt  
drive; Starch Bucks, National wood and  
steel; Steel Mogul complete; Sucker Ma-  
chine, Racine Automatic late clutch type;  
Sugar Pulverizers, No. 0, 1 and 2 Schutz-  
O'Neil; Vacuum Cookers, Simplex gas and  
steam; Wrapping Machines, Ideal Caramel  
1" and 3/4". Available for immediate ship-  
ment. Also many other machines. Write  
or wire for lowest prices. **SAVAGE BROS.**  
CO., 2636 Gladys Ave., Chicago, Ill.

**PLASTIC CHAINS FOR GAEBEL**  
machine used about six months,  
in first class condition, cheap. Ad-  
dress D-4443, % The Manufacturing  
Confectioner Pub. Co., 1140 Mer-  
chandise Mart, Chicago, Ill.

## MACHINERY FOR SALE.

**FOR SALE—TWO 24" ENROBERS**  
with bottomer and cooler and packers.  
Low price to move quickly. Address: T-  
6570, % The Manufacturing Confectioner  
Pub. Co., 1143 Merchandise Mart, Chi-  
cago, Ill.

**FOR SALE—PIECE MEAL—AT SUR-**  
prisingly low prices and with liberal pay-  
ment terms, in keeping with present con-  
ditions—all machinery and equipment former-  
ly operated by E. Greenfield's Sons and  
Repetti's, former divisions of Candy  
Brands, Inc., at 95-107 Lorimer Street,  
Brooklyn, N. Y.

We are quoting special low prices for  
immediate sales, directly from the floors of  
the above plant, since the machinery must  
be immediately removed.

You can arrange to inspect this equipment  
since our representative is always on the  
premises.

This is the chance of a lifetime to secure  
excellent equipment at very cheap prices.

See pages 10 and 11 for partial list of  
equipment at this plant.

Write or wire collect for prices and  
details to Union Confectionery Machinery  
Co., Inc., 318 Lafayette St., New York City.  
Cable address "Confecmach."

**MACHINERY FOR SALE—BOILER, 1**  
h.p. Bartlett & Haywood, gas fired, 100  
lbs. pressure. Address: T-6564, % The  
Manufacturing Confectioner Pub. Co., 1143  
Merchandise Mart, Chicago, Ill.

**FOR SALE CHEAP IN SMALL QUAN-**  
tities or carload lot 10,000 good used  
starch trays formerly used at the Greenfield's  
plant, also pan boards and carrying trays.  
Union Confectionery Machinery Company.  
318 Lafayette street, New York City. N Y

**FOR SALE—CHEAP—TWO 16-IN. EN-**  
robers with automatic feeders, bottomers  
and stokers. Will sell with or without at-  
tachments. Address C-3308, % The Manu-  
facturing Confectioner Pub. Co., 1143 Mer-  
chandise Mart, Chicago Ill

**FOR SALE—RACINE IMPROVED AU-**  
tomatic sucker machine, latest type, dumb-  
bell, and two for five cent and one cent round  
rollers. Address D-4320, % The Manu-  
facturing Confectioner Pub. Co., 1143 Merchan-  
dise Mart, Chicago, Ill.

## MACHINERY WANTED

**WANTED—USED DATE PITTER**  
in good condition, with motor if  
possible, 3 phase, A. C., 60 cycles.  
Chase Candy Co., St. Joseph, Mo.

**WANTED — MACHINE TO MAKE**  
lozenges. Send details and price to B-  
2331, % The Manufacturing Confectioner  
Pub. Co., 1140 Merchandise Mart, Chicago,  
Ill.

## POSITIONS WANTED

**PRACTICAL CHOCOLATE MAN**  
fifteen years' experience with  
leading confectionery manufactur-  
ers, making and originating a high  
quality line of chocolate coating  
and bars. Familiar with all types of  
equipment, thorough factory busi-  
ness training in supervision of help,  
production, cost, handling materials.  
Desires to make a connection with  
a live manufacturing enterprise,  
where initiative and creative ability  
will be appreciated. Married. Age  
36. Address F-6332, % The Manu-  
facturing Confectioner Pub. Co.,  
1140 Merchandise Mart, Chicago,  
Illinois.

**AGGRESSIVE SUBSTANTIAL**  
man with eight years' experience,  
wants lines for Chicago and Mid-  
West markets. Extensive friend-  
ship with confectionery, drug, gro-  
cery, tobacco jobbers, also chain  
stores and large retail buyers. Will  
operate either as broker or exclu-  
sive representative provided line is  
sufficiently extensive. Address E-  
5333, % The Manufacturing Confec-  
tioner Pub. Co., 1140 Merchandise  
Mart, Chicago, Ill.

**WANTED — POSITION — HAVE**  
had 25 years' experience in the  
candy business in all phases and am  
familiar with all the latest equip-  
ment. My last experience was in  
hand rolls, jellies, gums, cream  
mixes and marshmallow work. Am  
40 years old, married, and have fam-  
ily. I can furnish excellent refer-  
ences. Address C-3339, % The Manu-  
facturing Confectioner Pub. Co.,  
1140 Merchandise Mart, Chicago, Ill.



#### POSITION WANTED

**QUALIFIED SUGAR CHEMIST** and Food Technologist with broad knowledge of confections, seeks position as control chemist, research chemist or assistant superintendent in an organization where an expert knowledge of sugars and related confectioners' raw materials is required. F-6333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### POSITION WANTED IN MIDDLE

West by thoroughly experienced candy maker with 33 years of practical experience, making all kinds of chocolate centers, marshmallows, gum work, nougat, fudge, jellies, taffy, etc. I am the originator of many items now on the market. Also having had charge of the above departments in some of the largest factories in New York and Middle West. I am thoroughly acquainted with machinery and handling of help and can increase production in any department. Will furnish 20 years of references as to ability and habits, etc. Address D-4446, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### POSITION WANTED — FOREMAN.

Pan experience, chocolate, etc. Address B-2336, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### SALES AND FOOD ENGINEERING

service. Development of new products. Plant inspection—location of troubles. Chemical engineering surveys. Consulting services to plants which have not found until now the necessity of laboratory services. Address Y-6602 c/o The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

#### POSITION WANTED

**THOROUGHLY EXPERIENCED CANDY** maker and foreman, 17 years' experience making general line of creams, nougats, caramels, fudge, marshmallows, hard candies, bar goods, etc. Familiar with latest methods and machinery. Good originator and producer. A-1 references. Good anywhere. Address: C-3335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### ALL AROUND CANDY MAKER

desires position at once, wholesale or retail. Address E-5332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### ALL AROUND CANDY MAKER DE-

sires position. A-1 hard candy man, cream work of all kinds, caramels, fudge nougat, etc. Also some experience on pan work. Familiar with modern equipment as well as small factory methods. Prefer position as working foreman or assistant superintendent. 20 years' experience, 8 years with present employer; 36 years of age. Address B-2334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### SITUATION WANTED — PRACTI-

cal candy maker, thoroughly experienced on general line of fine retail candies, including chocolates of all kinds, bon bons, French creams, nougats, fudges, jellies, caramels, taffies, butter brittle, nut brittles, cream wafers, hard goods, holiday goods, Easter goods, salted nuts, counter goods of all descriptions. Can also handle number 2 lines. Thoroughly understand ice creams and frozen desserts and fountain syrups, etc. American, married, sober. Available at once to reliable firm. Address C3337, % Manuf. Conf. Pub. Co., 1140 Merchandise Mart, Chicago.

#### SALESMEN WANTED

**I AM LOOKING FOR WORK MANU-** facturing candy or operating enrobbers; 20 years' experience making a general line of candy. Capable of taking charge of a department or small factory. An American and married. Address C3338, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

#### EXPERIENCED PRATICAL CANDY

maker with 25 years experience in the wholesale candy business wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confectioner and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address A-1337, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

#### SUPERINTENDENT — PRACTICAL

all around candy maker, 20 years as superintendent. Quality goods at lowest cost of production. At present employed, but desire a change. Will go anywhere, but prefer midwest or Pacific Coast. Salary moderate. Address A-1336, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

#### MISCELLANEOUS

#### CONFECTIONERY SALESMAN

wishes contact with candy manufacturers to sell candy bars and specialties to jobbers on commission basis. Address: F-6331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

## "Acme" Starch Trays



When ready for more Starch Trays, call or write us for prices.

All trays made from kiln dried basswood and surfaced to a smooth finish.

Quality and service at minimum price

**Rathborne, Hair & Ridgway Co.**

2138 South Loomis St.

Chicago, Ill.

## SEAL CARDS

A Brand New Line . . . . . More color and more Flash

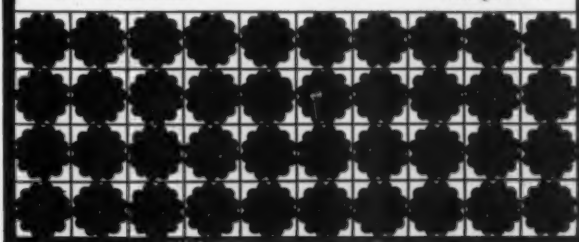
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**CHAS. A. BREWER & SONS**

The Largest Board and Card House in the World

6520-32 Harvard Avenue

Chicago, U. S. A.

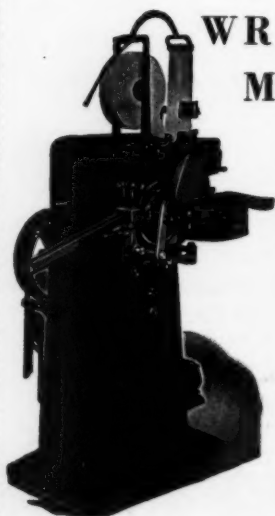


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# IDEAL



## WRAPPING MACHINES

Those candy manufacturers who have added IDEAL Wrapping Machines to their plant's equipment know what it really means to enjoy the efficiency and economy of operation of smoothly running, faultless machines.

IDEALS come in two models: the Senior Model, which wraps 160 pieces per minute, and the Special Model handling 240 pieces per minute. These machines will take care of all ordinary and some extraordinary requirements. They are suitable for either the large or the small manufacturer.

Every IDEAL Machine carries the unqualified guarantee that it is mechanically perfect.

A request for further details will obligate you in no way.

**IDEAL WRAPPING MACHINE CO.**

Established 1906

Middletown, N. Y., U. S. A.



**INCREASE  
YOUR SALES**  
with

**FOREIGN STAMPS**

Educational . . . popular . . . inexpensive . . . foreign stamps offer rare possibilities for the candy manufacturer who wishes to offer a unique premium with his merchandise. Write us for ideas.

**GROSSMAN STAMP CO., INC.**

102 West 42nd St. New York City  
Representatives with Trade Contacts Wanted

**1932 Bound Volumes**  
of the

**MANUFACTURING  
CONFECTIONER**

Price \$6.25 postpaid

**The Manufacturing Confectioner Pub. Co.**

1143—The Merchandise Mart Chicago, Illinois

